



GLOBAL COVID-19 NEWS FOR YOU - 24 APRIL 2020

Dear colleague,

This edition has a particular focus on how the COVID-19 virus is affecting Dümme Orange. We are doing our best to ensure the continuity of supply to our customers while complying with the local regulations. This newsletter informs you about the latest news per region regarding our teams, our business, and our local support. We will update you bi-weekly with the newest news on COVID-19.

APAC

Our people

- All of our teams remain safe and healthy and are following local regulations. People are still working from home whenever possible. In China, our teams remain optimistic, but the talk of a second wave of the virus has the government temporarily halting the issuance of new visas to foreigners. Japan is seeing more restrictions on movement with the new State of Emergency being declared. In Taiwan, the overall situation is getting worse. Our teams have moved to a work-from-home position where possible and working on a rostered system.

Our business

- Enthusiastic consumer demand is starting to resume in China for both potted plants and cut flowers. This week, as a sign of solidarity, we have been collecting videos and photos from growers to share with all Dümme Orange.

- In Japan, we have an excellent story of true collaboration with our production partner, Dalat Hasfarm, in Vietnam. We've begun chartering a flight to ship chrysanthemum cuttings from Dalat Hasfarm to the Japanese market. Furthermore, Dekker has agreed to support us by transferring their production to Dalat Hasfarm to supply Dümme Orange Japan.

Our local support

- Our team in China has been in discussions with one of the largest e-commerce platforms in the country, establishing a joint initiative to promote locally grown flowers and reignite the demand for cut flower crops.



EMEA

Our people

- The team remains safe and healthy and is working from home whenever possible. The sales team has begun sales visits when requested by customers but are following strict social distancing guidelines.

- Our team in Kenya received the approval from the Ministry of Health for continuing the construction of living accommodations to secure the full workforce on the farm in case the Kenyan government would declare a lockdown. The construction work has already started.

- The Management and Human Resources teams at all EU locations have started drawing up detailed plans for the future organization regarding workspace and office layout. The proposals aim for uncompromised protection of employees while supporting the expected loosening of self-isolation measures in the coming months.

- A personal message from Noelia Mansilla: "Unfortunately we cannot visit the Keukenhof this year in person, but it's still possible to enjoy the most spectacular and flowerful videos of season 2020 because the Keukenhof is virtually opened!" <https://keukenhof.nl/en/nieuws/360-tour-door-keukenhof/>

Our business

- An emergency fund of 600 million Euros is set up by the Dutch government to cover part of the damage in the horticulture sector for the period of March to May. The basic principle is that the first 30% of the profit damage is an entrepreneurial risk assumed by the business, and the government will compensate for a large share of the remaining 70%. The government's overall support package and the banks' increased lending aims to assist our industry through this challenging period.

- Garden centers and DIY stores are currently reopening all over Germany. Last weekend shops opened in the last three federal states that were still in lockdown. Almost all shops, including garden centers and DIY stores, have been closed since March 21st. Good weather, and the fact that consumers cannot go on vacation, is boosting the demand for garden products.

- The UK supply chain has been significantly and immediately impacted due to the closure of garden centers, florists, and reduced retail trading. Representatives of the industry are calling for softer restrictions and are currently drawing up a rescue plan.

Our local support

- Our team in Spain is in full support of their local city council and community in Puerto Lumbreras. The team has donated gloves, masks, and PPE to the head of the health section in Puerto Lumbreras and has contributed to the local food bank to help those in need. Together with other local companies, our colleagues help to disinfect communal areas weekly with our spraying equipment and staff.

- The Finance team in the Netherlands has created a quick start guide on the tax and financial support that have been made available to our industry by the Dutch government. The guide aims to assist our customers in the Netherlands to get easier access to this financial support.

- Recently the sales and marketing teams in the Netherlands reached out to our Dutch customers by sending them an encouraging letter together with a tasty box of chocolates. Approximately 400 letters and boxes have been delivered. This is a simple and kind gesture to show our customers we're here to support them through good times and struggles.



LATAM

Our people

- Our team in Colombia continues to work from home as the country is in lockdown until May 11th. The government took action at an early stage to mitigate the impact of COVID-19, which is now turning into positive results.

- Our Ecuadorian team continues to work from their homes following a lockdown until the first week of May. The impact of COVID-19 in Ecuador was more severe compared to Colombia, but the early discussions on slowly opening specific businesses are underway.

- Michel de Graaf, our Area Manager for Brazil, is also working from home. It is uncertain how the situation in Brazil will develop because of the different opinions within the government. The president is against any mitigating measures, while regional government officials want to continue the strict local regulations to avoid any further spreading of the virus.

- Gidus Hopmans, our Area Manager for LATAM, is working from home in Costa Rica, where governmental restrictions are in place until April 30th. Aside from keeping our business going, he is also getting his hands dirty to ensure ongoing business at his own farm.

Our business

- Our customers in Ecuador and Colombia are preparing for Mother's Day. Traditionally this is the second strongest holiday, aside from Valentine's Day for rose growers. Growers and importers supplying to mass-markets are still hoping for a relatively healthy holiday with at least 50% of regular sales. North America is the primary market, so stay at home orders and unemployment rates are likely to affect sales.

- In Colombia and Ecuador, there is a slight recovery in rose sales. Several growers are willing to invest now to have production when the situation normalizes. Product sales on the other hand are limited, with the majority of the orders being cancelled through April and May. Consumer demand for our products in Mexico has dropped to zero.

- The Flower Auction in the Sao Paulo State in Brazil is continuing its operations, looking for ways to receive buyers and products while complying with the official restrictions. The restrictions are valid until May 10th, which is Mother's Day. Due to this timing, growers fear for a big loss of their Mother's Day business.

Our local support

- Local restrictions limit options to hand out flowers or set up national campaigns. Options have been explored with trade organizations, but as long as people in various LATAM countries are only allowed to go out of their homes two days per week, and several high-risk institutes like nursing homes are off limits, plans cannot be carried out. Instead, our teams are continuously working to assist our customers in getting their product to markets.

NA

Our people

- Our North American team continues to all work from their homes. Everyone seems to fit into a steady routine now, and communication has been excellent across team members with lots of calls and Zoom meetings. An increase in verbal communication has helped improve the team spirit and keeping projects moving in a very productive manner.

Our business

- Our sales teams are continuing to host a multitude of webinars every day for our key customers, broker teams, and rooting stations. The reaction has been extremely positive, providing customers with exciting new varieties to look forward to with an optimistic future.

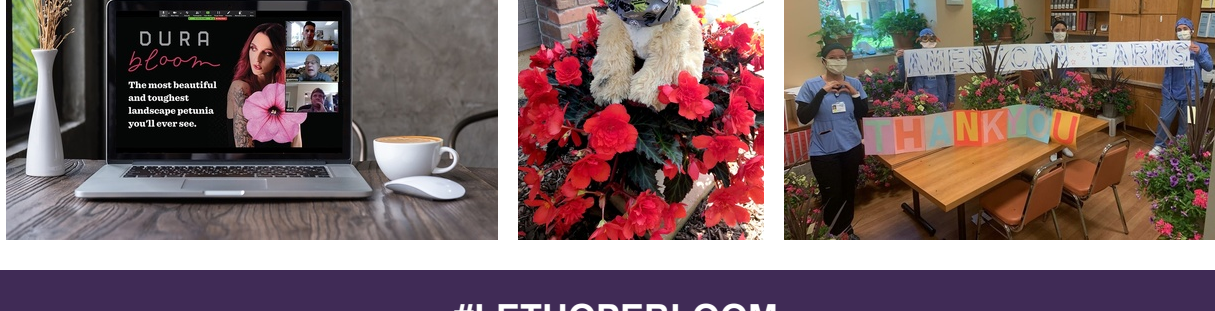
- We're building our broker sales kits to include co-branded new variety catalogs and a suite of information, videos, and presentations on zip drives for their summer sales calls.

- El Salvador continues to make positive strides in building and maintaining stock for our future poinsettia programs. Allen Olsen has been instrumental in keeping communication open and flowing from our farm to our customers to make sure they have full confidence in keeping their orders with Dümme Orange for a healthy upcoming season.

Our local support

- Our flower giveaway from California Spring Trials was a huge success and has inspired many of our customers to contact us to help with logistics in promoting their own "smile campaigns" in their communities. While it is heartbreaking to see our customers lose out on these sales, it is inspiring to see them making a difference in their towns and hopefully creating future gardeners for years to come!

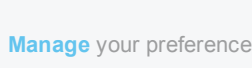
- Diane Surette and her family have spent evenings making homemade face masks to distribute in the community, along with some beautiful Dümme Orange plants from Encinitas.



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