



GLOBAL COVID-19 NEWS FOR YOU - 3 JUNE 2020

Dear colleague,

This edition has a particular focus on how the COVID-19 virus is affecting Dümmen 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 every 3 weeks with the latest news on COVID-19.

APAC

Our people

- Our team in China started learning to work with the new normal. This week they returned to working in the office for the first time since January.
- Our team in Japan remains safe, despite the deteriorating situation. To brighten the team's spirits, the local management team arranged for sending flowers to all team members and their families. The gesture was much appreciated.
- In Taiwan, the management team expressed a big 'thank you' to all team members for their efforts by giving them flowering orchids to take home and enjoy with their families. All much appreciated the gesture.

Our business

- China continues to improve. At least locally, customers are increasing their production. Interestingly we have witnessed a considerable shift towards e-commerce. Locally, growers have taken to live streaming their products and to sell directly to consumers.
- Japanese growers achieved an unexpectedly good price for pot carnations in their Mother's Day campaign; this mainly was because many growers had chosen not to continue with their production. Nonetheless, it was a good reward for some of Dümmen Orange's customers.

EMEA

Our people

- Our teams in EMEA are still working hard for our customers to ensure supply; there are no significant updates compared to the last newsletter.

Our business

- The business is slowly gaining back momentum. For example, at our farm in Naivasha, Kenya, the team is following all necessary corona precautions while delivering big batches of our high-quality rose plants.



Our local support

- Concerning COVID-19, the Kenyan government announced a 5% tax relief. In response to this, our farm in Embu organized a fundraiser, allowing staff to donate their 5% to help those in need. With the collected money, the team has bought bags of rice, beans, sugar, tea, and flour for the Embu rescue center team, helping them to feed orphans and street children. Money was also used for food, sanitizer bottles, and facial mask for cancer patients in the Embu Mbeere hospice. Both organizations were very happy with this much-needed support!



LATAM



Our people

- Though most of our colleagues in LATAM are still under some sort of quarantine or stay-at-home order, some are slowly getting back on the road. Through special permits, they visit key accounts, drop off necessary samples, and visit breeding trials.
- At our Colombian breeding stations, the positive mood and work pace of our teams are high as ever! Recently they evaluated the new codes of our cut chrysanthemums next to distributing plant material to our customers while preparing for the

upcoming Dümmen Orange Mum Festival 2020.

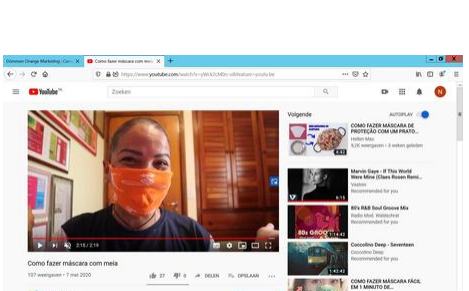
Our business

- Mother's Day sales overall were positive in NA, with both the mass-market segment as retail florists indicating results were better than expected. Demand continues strong, making the industry believe we might have an atypical summer ahead of us with stronger than average desire.
- Certain countries like Colombia and Costa Rica seem to be getting a grip on the COVID-19 spread, giving hope that further relaxation of the quarantine measures will soon follow. Like Peru and Brazil, other countries have not passed their peak yet, and we see both our customer's sales as our own being impacted heavily. Especially the cut flower segment has lost a big piece of its demand.



Our local support

- Diana Farias, the wife of Michel de Graaff, who is our Area manager in Brazil, recently demonstrated on Youtube how to turn a Dümmen Orange sock into a facial mask. For those who don't manage Portuguese, the video speaks for itself: <https://youtu.be/yWck2cM0o-o>



Note: According to Dutch governmental regulations, facial masks made out of socks are not allowed for use in public transport in the Netherlands.

NA

Our people



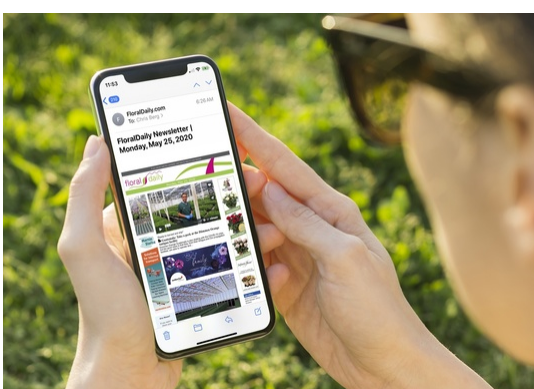
- Last week we hosted the Sales Award Ceremony via Zoom for McHutchison and Vaughan's Horticulture. Cathy Ellis was the big winner this year. She earned the awards for the Largest Sales Growth in Dümmen Orange Genetics, the Top Dümmen Orange Salesperson for North America, the Largest Sales Increase for McHutchison & Vaughan's, as well as the Top Young Plant Salesperson of the year. We all owe Cathy a huge congratulations and appreciation for her dedication to selling and promoting Dümmen Orange genetics.

Sales award winners in the previous week included:

Barry Zug | McHutchison
 Carrie Larson | McHutchison
 Chris Avani | McHutchison
 Daniel Hutton | McHutchison
 Don Blocker | McHutchison
 Erik Jensen | McHutchison
 Galen Dokter | Vaughan's
 Jeremy Montgomery | McHutchison
 Jessica Montgomery | McHutchison
 Ken Day | McHutchison
 Ken Sadd | Vaughan's
 Mark Rathnaw | McHutchison
 Nicole Vogt | McHutchison
 Raquel Feigenbutz | Vaughan's
 Ron Braccianti | Vaughan's
 Trevor Hilburn | McHutchison

Our business

- Our production team in Guatemala wanted to help spread the message that they are COVID-prepared and ready to ship our premium perennial URC to North America and Europe. They put together this video showing the quality cuttings, and it was picked up by FloralDaily. A big thanks to Moisés Cadenas and his colleagues for the effort they put behind this message. You can watch the video here: <https://vimeo.com/417829659>



Our local support

- Our team in Guatemala donated 50 protecting 'facial shields' to the municipality of San Miguel Dueñas, which is near our farm. The facial shields are being used by municipality staff who distribute relief items or do temperature checks at the village entrance. The team also



donated rice and beans to the municipality's relief aid for people in need. Carl Kroon, our GM in Guatemala, adds, "In these times of crisis it is most important to continue business at our farm because it ensures a steady income and stability for over 600 families. Our team members do not have to worry about feeding their children."

- Our Dümmen Delta team worked with the Los Angeles City Council to deliver thousands of orchids and kalanchoes to moms at homeless shelters throughout the LA area on Mother's Day. City Councilwoman Monica Rodriguez made the LA Weekly news talking about how our flowers made people happy.



#STAYSTRONG

See what's blooming at DummenOrange.com

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

Got this as a friend? [Sign up](#) to receive our future emails.

View this email [online](#).

Coldenhovelaan 6
 De Lier, | 2678PS NL

This email was sent to .
 To continue receiving our emails, add us to your address book.

emma

[Subscribe](#) to our email list.