

Mr. Martin -

As you know, this project has been ongoing for about a year. In that time, many have expressed many concerns. Our activity has been focused on gaining consensus so listening to the widest base has been very important. The more everyone knows about what is being proposed and more importantly the ramifications of doing nothing, the more they see the merits of this program. As far as the "mandate", the government is involved for only one reason, to be sure that everyone is treated fairly. These orders are in place to be sure there are no free riders. We have had voluntary contributions for marketing in the past, but the burden was shared by the same forward-thinking industry members. To be effective, the fund must be large enough to do the job. For that to happen, a mandatory assessment on every flower is the fairest way. This also assures that no one will have a competitive advantage since the same amount is added to every flower grown or imported into the US.

If there are some other specific questions that I can answer, please let me know.

Thanks,

Charles F. Kremp 3rd , AAF

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