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### Comments on Kyeann's review of Organic Bouquet

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Organic Bouquet www.organicbouquet.com

4 Reviews

Description: Offers veriflora certified organic flower bouquets, plants, handmade chocolates and gift baskets.



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#### Kyeann's review



Kyeann S. 1 review

May 13, 2010

#### Buy local or choose another green florist

Overall the products and customer service are inferior -- reason enough to give it a thumbs down. Aside from a terrible all around shopping experience (incomplete order of shriveling flowers, unavailable customer service, replacement order of shriveling flowers of the wrong variety, refusal to fix the umpteenth mistake), I'm concerned about the company's growth model and its true commitment to sustainability.

Organic Bouquet has issued many press releases about how great they're doing with revenue doubling at the end of 2009. A 4/16/10 Wash. Biz Journal Article states:

A new CEO who shut down multiple operations — slimming down from three offices in California, a large warehouse in Miami and a location in Colombia to offices in Boston and Miami and two in Ecuador — that saved the company about \$800,000 a year and brought on key executives experienced in e-commerce and importing.

Despite rapid growth at the expense of jobs (and also seemingly sending jobs offshore) the CEO accused me of trying to hurt the company and its workers by sharing my terrible experience. I'm happy that they claim to be instigating educational and other initiatives abroad, and that a certain percentage of purchases can benefit other organizations. But I might have felt better had I been assured that all possible was being done to keep people employed in the U.S.

I'm sure that many readers would agree that it's silly to buy flowers that come from Ecuador and Columbia. It's not that I don't care about those economies, it's just that off-setting doesn't change the fact that it's an extravagant, unnecessary purchase. If consumers are going to make the decision to pay for them because of the company's supposed people- and planet-friendly policies, they should be able to know that they will receive high quality items and that customer service meets the standards of similar businesses. What a waste to fly shriveling roses via Fed Ex. Pick a CA company or encourage local florist to go green.

Kyeann's keywords: organic bouquet robert mclaughlin over-hyped greenwashing

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#### Comments on Review:



Andes B. says:

5/13/2010 7:44 am

Organic Bouquet is a great company that has recently opened a new office in CA, added several new growers in CA and OR as part of their "Buy Local" programs and they do not have any office in Colombia or Columbia. If you ask them for a refund on your order I'm sure they will do it. Their commitment to the environment through Organic and Sustainable practices and 3rd party verification programs are awesome, they buy carbon offsets for the shipments of products, have over 50 partnerships with charitable organizations and have donated OVER \$300,000 in the last 3 years. The farms they buy from employ over 60% women providing jobs that empower women in the home and community, they have onsite medical facilities for workers providing in some cases the first time these workers have been seen by dentists, ophthalmologist and these programs offer important preventive care visits. Through fair labor and fair trade the workers at these farms receive 12% of the retail flower prices back to a fund controlled by the workers and they have been able to invest in daycare centers for their families and an internet cafe in one village.

These farms that offer these benefits to their workers are progressive and very high quality farms, and Organic Bouquet quality is incredible. If you are new to caring for flowers and had a bad experience you can look at their care and handling section and you'll find instructions on how to peel travel petals that get damaged in transit and how to rescue dehydrated roses by dunking in cold water if needed. Their customer service has always taken care of any request. You're obviously not very natural oriented and maybe no one has ever sent you flowers. I kind of see why.

Did you request a refund if you weren't happy? You seem very negative and vindictive, maybe you just need a coke and a smile. I am a supplier and customer to Organic Bouquet and I see and hear everyday from people that share the same experiences as I do from a customer perspective.



**Kyeann S. says:**

5/13/2010 4:34 pm

My philosophy regarding being a consumer is that if I make it difficult for a company to treat me very badly they will think twice with the next person. If that fits into your definition of vindictiveness, so be it. Readers can decide for themselves.

It's an interesting notion that in a transaction \$ are the only issue and not the opportunity cost of reserving a particular product ahead of time and then not making other choices around a holiday due to a company's bad faith.

I choose my Mother's Day bouquet three weeks ahead of time. Half of the order arrived and there was no one available to fix it during business hours since customer service shuts down at 5PM EST. After some tenaciousness on my part, a refund was offered. I said that I did not request a refund: I wanted what I had reserved for my mother weeks ahead of time. I then got a promise that the order would be completed. I relied on the company's word. At that point, I still had the opportunity to buy Mom another local bouquet. But I trusted Organic Bouquet to make good on its promise. In the mean time, the half order they sent never opened; they actually seem to have frozen en route.

On Tues. the second bouquet arrived: not the variety of flower I had ordered and all flowers were limp, browning and bruised. I can't think of any florist that would have tried to pass these off. However, because of the non-requested refund, Mr. McLaughlin personally decided that they did not need to make good on their promise to send a healthy bouquet of the variety I actually ordered. It would have been nice for them to let me know the Saturday before Mother's Day that this unrequested refund made them feel no responsibility to send healthy, right flowers. Even if I had ordered the flowers they sent, the poor quality amounted to a "bait and switch" transaction.

Downsizing:

[http://www.bizjournals.com/washington/othercities/orlando/stories/2010/04/19/smallb1.html?b=1271649600^3191321&s=industry&i=retailing\\_restaurants](http://www.bizjournals.com/washington/othercities/orlando/stories/2010/04/19/smallb1.html?b=1271649600^3191321&s=industry&i=retailing_restaurants)



**Kyeann S. says:**

5/13/2010 4:43 pm

Also, I was wrong in my review about moving an office to Columbia. The article linked to below states:

The difference: A new CEO who shut down multiple operations — slimming down from three offices in California, a large warehouse in Miami and a location in Colombia to offices in Boston and Miami and two in Ecuador — that saved the company about \$800,000 a year and brought on key executives experienced in e-commerce and importing.

It's hard to know how much of the \$800,000 a year was pay and benefits for American employees. Maybe Organic Bouquet will clarify.



**Andes B. says:**

5/13/2010 5:54 pm

I read your personal blog <http://www.sixhoursaweek.com/> You're obviously a freelance writer that attacks companies and government entities like the police dept and city attorney in Missoula Montana in an attempt to bring yourself attention so you can get paid for a story. Even the ACLU wouldn't take you seriously, and somehow you pride yourself on being vindictive in the name of the consumer? What a disgrace you are and your mother should be ashamed of you.

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For some reason now you want to hurt our workers in South America because you have deemed it unethical for a company to help employee women that need jobs and for the first time in their history and culture be on more equal with their husbands and feed their children. Without any knowledge of certified floriculture, the number of farms in South America that are certified vs. those in CA you make declarations of ignorance. My family may not be worthy in your imperialistic eyes, but Organic Bouquet has made it a point that we are people that matter.



**Andes B. says:**

5/13/2010 5:54 pm

I welcome you to come see my in Colombia, I will teach you to spell it first then I will show you the workers that grow these flowers and we will teach you proper care and handling as well as the over 150 different varieties of roses we grow. My rep at Organic Bouquet sent me your pictures. In those picture I can see tulips obviously from another company and receipts from local grocery stores where you obviously bought other flowers as part of your research on flower companies. You're a disgrace and should be reported to the appropriate credible journalist organization for breaking the code of ethics and acting in a manner that is unbecoming of an American or international journalist. Treehugger.Com should be ashamed to have you on their staff...to use your media influence to hurt others for your personal gain and greed.

You're a two bit bully looking for a story and willing to wreck the lives of over 200,000 men and women in the US and international that reply on companies like Organic Bouquet and consumers that enjoy the products we grow. Educate yourself first before you unethically try to wreck an industry for your personal gain.

As I understand it you bought flowers and didn't like them maybe they were bad, maybe you just don't understand or wanted them to be bad, you got a refund so the rest is just an effort to get a paycheck for your story. I hope they sue you, but I'm sure that's what you want.



**Andes B. says:**

5/13/2010 6:02 pm

In this economy if one of my customers makes good financial decision and closes operations it deems unprofitable I applaud them. How much more good could they do if they went out of business. Why do you feel you should decide how a company operates? The United Nations closes at 5pm Eastern time despite many of its environmental programs that are based in CA. Who are you to make these decisions for the world? You're a greedy self serving castle dweller that calls out her flying monkeys when it benefits her financially.



**Kyeann S. says:**

5/13/2010 6:29 pm

So an Organic Bouquet employee forwarded you the pictures that I sent them for the purposes of your response to my review on a blog? That's a level of organization and rapid fire responsiveness that I wish they would dedicate to their product quality and customer service. That's some organization.

You seem very angry and intent on a very personal and heavily handed portrayal of me. Your narrative is so strange that it would be hard to know which claim or inaccuracy to start with. The goal seems to be to focus on me rather than Organic bouquet. I don't think any response I would give would be helpful to people trying to make a decision about whether or not to shop at Organic Bouquet.

It might be helpful for you to identify what company you work for. I know that companies pay people to make comments for them -- are you being paid to personally attack me to deflect from my genuine concerns about Organic Bouquet?



**Andes B. says:**

5/13/2010 7:40 pm

They send us all customer feedback good and bad so we can improve where needed and enjoy the many good comments we get. They are very transparent with all the farms that I know and we receive weekly reports. I've never seen such a fraudulent act by an unethical writer such as yourself and took it upon myself to take you to task on your efforts. Maybe you need some of your own medicine and our association of floral exporters in Colombia, California and Ecuador need to follow you and advise your every potential employer of your inability to be fair and objective in your reporting. You've attacked a company, people and an entire industry for your personal gain. We had an association call last night and agreed that we will watch to see if you continue to make wrong remarks about an industry that involves million of US dollars and effects 1000,s of lives.



**Kyeann S. says:**

5/13/2010 7:56 pm

I posted as a consumer, not as a journalist or blogger.

This is surreal. So you are writing as an Organic Bouquet supplier and a representative of a floral industry organization to intimidate me by making threats regarding my future livelihood? And someone from Organic Bouquet gave you the photos I sent and you just happened to come across my review immediately? Can you please let me know the exact name of the organization you represent that intends to "watch" and "follow" me? I would like to let my own government know which exact foreign association intends to target me and interfere with my employment.

Now I guess potential Organic Bouquet customers know that its growers use mob-like tactics to silence critics? Bizarre.

