

GROWERTALKS

GT in Brief

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Flat-rate, or Even Free Shipping, for ColorLink “Edge” Customers

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It's fascinating to see how mainstream trends impact our industry, like Amazon and its free same-day or next-day delivery. Will any plant distributor be able to offer that to growers?

ColorLink, the Ball Seed division serving smaller growers, isn't quite there yet, but they launched a program called “Edge” Predictable Freight Program that, for a reasonable fee gives free or flat-rate shipping from selected suppliers, seed discounts, advanced notification on new variety introductions and other perks. It sounds like a good way to minimize or even remove one variable from your plant pricing: shipping. And with shipping rates going crazy lately, any chance to lock them in seems like a good thing!

There are two levels of Edge: Extreme and Explore. The top tier (Extreme) is priced at \$298.00 (annual fee) and the next tier (Explore) is \$149.00 (annual fee). To learn more, and the differences between Extreme and Explore, go to www.ballseed.com. **GT**