

Working with the ordering system

guidelines

Working with the ordering system means working quickly, efficiently and accurately. Here are a number of guidelines that make doing business online easier.

Maximum response time

- Ordering system users are open for business Monday through Friday from 8:00 a.m. to 5:00 p.m. These are the times when buyers, auction employees and growers are alert to incoming orders.
- Once a grower receives an order, he returns an order response within thirty minutes. A notification system helps the grower respond in time.
- If the order is generated through the FloraHolland Connect or Plantion intermediary services, both the auction and the grower have a response time of thirty minutes. The buyer will then receive his order response no later than an hour after having sent in his order.
- Growers check their inboxes every workday at 8:00 a.m. They then respond to these orders before 8:15 a.m. The growers check their inbox for the last time each day at 5:00 p.m. and respond to these orders before 5:15 p.m.

ORDERING PROCESS

General information

- When the buyer sends an order message, he indicates whether or not he wants to receive a confirmation of receipt.
- An order message can consist of more than one order line. All order lines are

replied to by means of an order response message. The grower can send an order response message for each order line.

- Once the grower accepts the order line, he then supplies the specifications for that order line.
- All buyers, growers and auction employees are expected to enter the proper information. Entering certain pieces of information, such as the proper VBN product code and the product's required characteristics, is mandatory (for more information, refer to 'Instructions for completing order and order response').
- The recipient of an order must be able to inspect all the information that the buyer or auction has sent to him before he responds.

Responding to an order

The seller (usually the grower) can respond in one of four ways to each lot that has been ordered. He does this by generating the order response.

1. **Accepted.** The transaction is arranged and the lot that has been ordered will be delivered. (Also see: Changes permitted when the 'accepted' status has been indicated).
2. **Accepted after consultation by phone.** After having consulted with the ordering party by phone, the grower changes the lot being ordered. Both buyer and grower agree to the change(s).
3. **Rejected.** The lot that was ordered is not available for delivery. The grower provides the reason for this in his order response.
4. **Not accepted because... / Not accepted but accompanied by a counterproposal.** In his order response, the grower specifies the conditions under which he could indeed supply the lot that was ordered.

Changes permitted when the 'accepted' status has been indicated

In general, an order line may not be changed once it has been accepted. If a grower wants to change an order line, he has to make this clear in his response by using either the 'Accepted after consultation by phone' status or the 'Not accepted because... / Not accepted but accompanied by a counterproposal' status. The following changes, however, are permitted when the grower has indicated the 'Accepted' status:

Definitions

User:

Buyers, growers and auction employees who make use of the ordering system.

Transaction:

An agreement between buyer and grower for the sale and purchase of products. A transaction is generated when a grower sends an order response line indicating the 'Accepted' status or the 'Accepted after consultation by phone' status within the applicable response time.

Lot:

A lot is a quantity of products having identical characteristics that is offered, ordered or confirmed as an order in its entirety at a single point in time.

Order line (the lot ordered):

An order message can consist of one or more order lines. In an order line, the buyer or intermediary provides the grower with the conditions under which he wants to generate a transaction.

Order response line (the lot ordered):

An order response message can consist of one or more order response lines. In an order response line, the grower provides the buyer or intermediary with the conditions under which a transaction can be generated or not.

- The grower reduces his price
- The grower specifies a generic trolley code or container code
- The grower itemises the order line without compromising what has been ordered (e.g. by entering loading density or contract price).

Questions?

- Have you received a message containing erroneous or incomplete information? If so, call the person who sent the message. Communication improves the quality of orders.
- Have you run into a problem in completing an order, or is it impossible for your system to process the order messages? If so, contact your IT system supplier.
- If you have a general question, you can contact Florecom at: +31 (0)71 3051580 or go to www.florecom.nl



- For interruptions in e-mail traffic, you can contact the auction:



FloraHolland Service Desk: +31 (0)297 397000

FloraHolland e-Business Helpdesk: +31 (0)10 5297755

Plantion

Plantion: +31 (0)318 661771



Instructions for completing order and order response

Field	Buyer*		Seller*		Description
	Order		Order respons		
	Completion of field required?	Completion of field recommended?	Adding to this field required?	Adding to this field recommended?	
Buyer identification	◆				GLN code for buyer's company
Purchasing agent(s) + tel/fax		◆			Contact details: purchasing agent(s)
Seller identification	◆ (1)				GLN code for seller's company
Seller(s) + tel/fax		◆			Contact details: seller(s)
Producer identification		◆			GLN code for producer's company (the grower)
Agent (auction) identification	◆ (2)				Identification of agent (auction) in the form of a GLN code for the company
Agent's contact person + tel/fax		◆			Agent's contact details (this is a Connect employee)
Shipment transfer location identification					Location (in the form of a GLN code) where the lots will be transferred from one means of transport to another; this could be another auction or the carrier's storeroom
Inspection address identification					Identification of the inspection address
Other contact person					Contact details: person(s) at the location where the lots will be transferred from one means of transport to another, at the delivery location or at the inspection address
Date/time: when line generated	◆				Date and time when order line was generated
Delivery location	◆				Location to which the lots will be delivered
Date/time: for delivery of lot	◆				Date and time for delivering the lot
Currency	◆				Currency used to pay for the order line
Method of payment		◆			Method being used to pay for the order line
Maximum number of RTIs					Maximum number of RTIs permitted for the lot
VBN product code	◆				Product code given in the list of VBN product codes
Producer's own item code		◆			Item code issued and maintained by the seller himself for improving the identification of his products
Buyer's own item code					Item code which is used internally by the seller to identify the item
Product description					Product description: required if this differs from the VBN description
Characteristics according to VBN regulations	◆				Characteristics, such as grading characteristics, which are required by the VBN regulations
Type of container and quantity of units ordered	◆				Type of unit (e.g. individual items, layers, containers or trolleys) and how many units are being ordered for the lot
Purchase price	◆				Price per item. This price includes the price for any accompanying accessories
Contract price / contract number					If there is a contract number, the price indicated in the order line applies, assuming that this is the same as the contract price. If the purchase price is not listed, the price will have to be filled in according to the agreements in the contract.
Container type (possibly generic)	◆			◆ (3)	Specific VBN container code (e.g. code 412) or a generic container code (e.g. 125 for Euro reusable containers)
Quantity of items/container		◆			Maximum number of items per container
Quantity of bunches/container					Maximum number of bunches per container
Quantity of items/RTI		◆		◆	Maximum number of items per trolley
RTI type (possibly generic)	◆			◆ (3)	Type of RTI (e.g. Danish trolley or auction trolley). In the event of a generic code, code 999 is used for 'non-specified'.
Space for any additional remarks					Space reserved for comments concerning the order or order response line

(1) Required in an order message sent to the seller

(2) Required at FloraHolland Connect or Plantion intermediary services (in the event of a changed order)

(3) If received in generic container

* The intermediary may also assume the role of buyer/grower. If so, the same instructions for completing the order or order response apply.

Field	Buyer*		Seller*		Description
	Order	Completion of field required?	Order respons	Adding to this field recommended?	
Offer ID (ID for lot on offer)	◆ (4)				Identification assigned by the seller, agent or intermediary service for the lot on offer. Inclusion in order required if ordered online.
Order response line ID (ID for ordered lot)			◆		The seller or agent includes an identification of the lot being ordered (this is the reference that the seller or agent has assigned to the lot) in the order response line.
Order line ID (ID for ordered lot)	◆				The buyer or agent includes an identification of the lot being ordered (this is the reference that the buyer or agent has assigned to the lot) in the order line.
Acceptance/rejection status			◆		The status of the order response line. There are 4 codes: accepted, accepted after consultation by phone, rejected, and rejected unless a counterproposal is accepted. The first two codes result in a transaction.
Provisional order line status					By indicating a provisional order line status, the buyer is informing the seller that the order line he is sending is not definite. To indicate that the order line is actually definite, the buyer will have to wait for a response and then send another order line that does not indicate a provisional status. The provisional status is not in use at FloraHolland Connect.
Cancelled order line status					By indicated a cancelled order line status, the buyer is informing the seller that the previously sent order line has been cancelled because the deadline for responding was not met. The cancelled status is not in use at FloraHolland Connect.
Item code (GTIN-13/Barcode)					Point-of-sale code or barcode used for scanning at the cash register
End customer's item code					The code by which the product is known by the end customer (the buyer's customer)
Retail price (and possibly the currency)					Retail price for the product (item): the price used on the product label, for example
End customer's code					Identification of the buyer's customer by means of a code or standardised GLN code for the company
Container description (possibly as barcode, etc.)					Instructions for indicating text or barcode on the container
RTI description (possibly as barcode, etc.)					Instructions for indicating text or barcode on the trolley
Loading instructions					Instructions for loading the trolley (e.g.: 'stack individual plants')
Danpot item code					Used by Danish growers affiliated with the Danpot system
Instructions to inspect according to characteristics					Request to verify whether the characteristics of the lot being ordered match those of the products to be delivered.
Documents (Dutch Plant Protection Service, etc.)	◆ (5)				Documents related to the lot (such as the plant passport) or not related to the lot (such as an MPS certificate)

(4) If order line is based on information about the offer as provided online
(5) Not in use at FloraHolland Connect and Plantion

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