



@raddadflower

Rad Dad

ORIGINS: RAD DAD BEGAN WITH A MISSION TO PROVIDE NATURAL AND POTENT ALTERNATIVES FOR TREATMENT, INSPIRED BY PERSONAL EXPERIENCE.

OUR MISSION: TO SUPPORT SMALL FARMS AND OFFER THE HIGHEST QUALITY SUNGROWN FLOWER AT COMPETITIVE PRICES.

OUR VALUES: INTEGRITY, QUALITY, AND COMMUNITY SUPPORT ARE AT THE CORE OF EVERYTHING WE DO.





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THE FLOWER





- **90% OF OUR FLOWER COMES FROM SMALL FARMS IN MENDOCINO, WITH THE OTHER 10% COMING FROM BOUTIQUE FARMS IN OTHER PARTS OF HUMBOLDT**
- **MOST OF OUR FLOWER IS SUNGROWN, WITH SOME OCCASIONAL LIGHT-DEP FLOWER (MANY OF OUR FARMERS ARE AWARD WINNING)**
- **WE NEVER PREPACKAGE OUR FLOWER, ALL OF OUR FLOWER IS PACKAGED TO ORDER**
- **WE ONLY BUY FRESH FLOWER, SIMPLE AS THAT**
- **WE ARE ALWAYS ON THE LOOKOUT FOR AWESOME FLOWER, THAT'S WHY WE'VE WORKED WITH 30+ FARMERS SINCE INCEPTION**





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THE SERVICE



- **SELF-DISTRIBUTED OUT OF LONG BEACH, CA**
- **SOUTHERN CALIFORNIA ORDERS TYPICALLY GET FULFILLED WITHIN 72 HOURS**
- **NORTHERN CALIFORNIA ORDERS TYPICALLY GET FULFILLED WITHIN 7 - 9 DAYS**
- **FLEXIBLE ORDER QUANTITIES, CHOOSE YOUR CASE SIZE & QUANTITY**
- **FLEXIBLE ORDER MINIMUMS (WE WORK WITH PARTNERS OF ALL DIFFERENT SIZES)**
- **PROMOTIONAL UNITS INCLUDED ON ORDERS SO YOU CAN RUN YOUR FAVORITE PROMOTIONS**





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THE BUSINESS





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- **WE PAY EVERY SINGLE FARMER CASH / COD, SO FARMERS GET THE CAPITAL THEY NEED TO KEEP GROWING**
- **WHEN YOU BUY RAD DAD FLOWER, YOU ARE DIRECTLY SUPPORTING BOUTIQUE FARMERS IN HUMBOLDT**
- **AS A SMALL AND GROWING BRAND, WE CURRENTLY ARE A COD ONLY BRAND**
- **RAD DAD SALES SPECIALISTS GET PAID SAME-DAY COMMISSION, SO ORDERS DIRECTLY SUPPORT THE SALES REPS THAT TAKE CARE OF YOU**
- **WE TAKE CARE OF OUR OWN, THAT'S WHY WE OFFER HIGHER COMMISSION, SAME-DAY PAY, AND MORE!**
- **WE ARE A LATINO-OWNED BRAND**



THE PRICING



- **WE OFFER THE MOST COMPETITIVE PRICING IN THE STATE FOR FRESH FLOWER**
- **WE CAN BUY HIGHER QUALITY FLOWER THAN OTHER BRANDS AND SELL IT FOR LOWER PRICES BECAUSE WE HAVE VERY LOW FIXED COSTS & ADMINISTRATIVE COSTS AND WE ALWAYS PAY CASH FOR OUR FLOWER**
- **WE OFFER HIGH-QUALITY FRESH SUNGROWN FLOWER THAT OFTEN TIMES YOU'LL FIND AT 1.5X - 2X THE PRICE WHEN YOU PURCHASE FROM ANOTHER BRAND**
- **WE SUGGEST AND SEE THE BEST SELL-THROUGH WITH PARTNERS THAT CHARGE A 2X MARKUP**
- **WE INCLUDE PROMOTIONAL UNITS TO MAKE YOUR PRICE PER UNIT EVEN LOWER**

