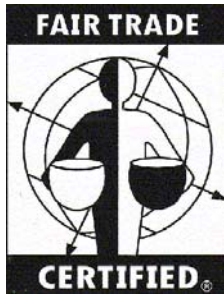


Buying sustainable flowers: Two options

A guide for retailers



Fair Trade flowers

<http://www.transfairusa.org/content/flowers/index.php>

Fair Trade certification on flowers guarantees that growers meet strict social and environmental standards and that workers receive a premium to invest in community development. A portion of each purchase goes directly to a community development fund for workers (called a “joint body”), which collectively decides how to use the funds. Projects include scholarships, housing, health clinics, and micro-enterprises. Fair Trade certification also ensures that farms comply with rigorous environmental standards governing the use of pesticides, conservation of water, treatment of wastewater, protection of ecosystems and more.

For more information, or to find out how to source Fair Trade certified flowers, contact flowers@transfairusa.org. TransFair USA will also provide free marketing materials.



VeriFlora flowers

www.veriflora.com

The farmers, distributors, wholesalers and florists who grow and handle VeriFlora flowers and plants are committed to delivering only the highest quality products, produced with rigorous environmental accountability while at the same time addressing the health and well-being of workers, their families and communities.

VeriFlora is unique among sustainability certification programs for fresh cut flowers and potted plants in several respects:

- It establishes significant greenhouse gas reduction and energy efficiency goals
- It requires growers to develop a plan for converting to organic pest management and soil fertility practices, creating a unified path for organic and sustainable agriculture.
- It actively steers farmers away from potentially harmful agrochemical usage.
- It contains extensive ecosystem, water quality protection, and resource conservation measures to protect the ecology for generations to come.

Wholesalers carrying VeriFlora flowers include Freshblooms (www.freshblooms.com), Delaware Valley Wholesale Florist (www.dvflora.com), Equiflor (www.rioroses.com), Espirit Miami (www.espiritmiami.com), and Gemini Floral Partners (www.geminifloral.com). For more information about how to carry VeriFlora certified flowers, contact Michael Keyes at Scientific Certification Systems at mkeyes@scscertified.com, or call 510/452-8040.

For more information about environmental and labor issues in the cut flower industry, visit the International Labor Rights Forum (ILRF) Fairness in Flowers website <http://www.laborrights.org/creating-a-sweatfree-world/fairness-in-flowers> or contact Nora Ferm at nora.ferm@ilrf.org