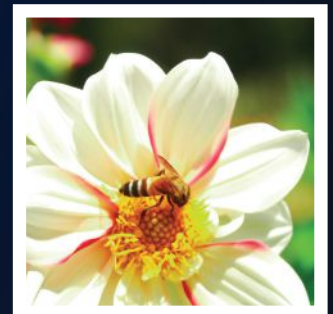


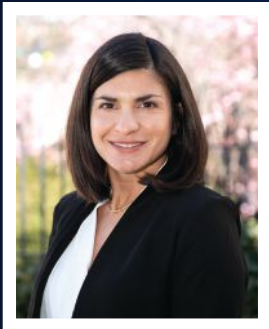
floral management's SUSTAINABILITY SPOTLIGHT



 **SAF**
Your Growth is Our Business



Florists Make Strides in Sustainability



Sustainability isn't just a trend — it's a necessity for the floral industry. As we face the impacts of climate change and shifting consumer values, it's crucial that we embrace eco-friendly practices to preserve the environment and meet the growing demand for sustainable products.

In recent years, the floral industry has made impressive strides. From global growers reducing water and pesticide use to U.S. florists composting and finding alternatives to plastics, sustainability has become a priority at every level of the supply chain. Various organizations and initiatives, such as the American Floral Endowment's Sustainbloom, have helped guide these efforts, and the momentum is building.

However, new data from surveys conducted by the Floral Marketing Fund reveal that there's more we can do. A recent study of florists shows that **while 71% of florists have adopted sustainable practices, only 22% are promoting these efforts to customers.** That's a significant communication gap that presents a missed opportunity — especially when 61% of consumers say they prefer to buy from businesses that align with their values on sustainability.

This tells us that consumers are looking for florists to lead the way, not just in their practices, but in sharing the story of sustainability. That's the objective of this special publication of Floral Management magazine. Here, you'll find inspiring stories highlighting how companies across the globe are meeting the sustainability challenge.

As we continue to build on the progress already made, I encourage every floral professional to start a conversation with their customers. Highlight your sustainable practices, whether it's recycling packaging or using biodegradable materials. Even small changes can make a big impact when they're part of a collective effort.

Amanda Jedlinsky
Editor in Chief,
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Contents



- 2 Florists Adopt Sustainable Practices Amid Rising Demand**
As consumers push for greener products, florists are responding, but many struggle to overcome barriers and communication gaps.
- 27 Speaking the Sustainability Language**
- 28 What's in a Label?**



Featured Sponsors

- 4** Alexandra Farms
- 6** Deliflor Americas
- 8** FloraCraft
- 10** FloraLife
- 12** Gardens America
- 14** Mellano & Company
- 16** Smithers-Oasis
- 18** Syndicate Sales
- 20** The Birds of Flowers
- 21** Continental Flowers
- 22** E.A.S.E Sustainable Boxes
- 23** Florverde Sustainable Flowers
- 24** Flowers of Colombia
- 25** Mystic Flowers
- 26** Range Truck Group

Florists Adopt Sustainable Practices Amid Rising Demand

As consumers push for greener products, florists are responding, but many struggle to overcome barriers and communication gaps.

As more consumers express a preference for eco-conscious businesses, a growing number of floral shops are stepping up with sustainable practices. A new survey revealed that florists are increasingly adopting environmentally friendly approaches, reflecting a key finding from a 2023 survey, which found that many customers prefer florists who share their values on sustainability.

“We need to be proactive in the floral industry,” says James DelPrince, Ph.D., AAF, AIFD, PFCI, of Mississippi State University Extension Service and one of the survey’s researchers. “Customers do care, and we want to be able to do what the customer wants.”

Industry Insights

The 2024 study of florists, “Perceptions of Environmentalism & the Use of Sustainable Floral Design Practices within the Floral Industry,” was facilitated this year by the Floral Marketing Fund, in cooperation with the American Floral Endowment (AFE). BloomNet and Syndicate Sales co-sponsored the research.

Among the 453 florists surveyed in April and May, 71% said they’ve implemented some sustainable practices such as recycling or using recyclable products; composting; and sourcing local, organic, or fair-trade flowers.

That survey follows a 2023 Floral Marketing Fund survey on consumer preferences, which found that 61% of respondents said they preferred to patronize sustainable floral businesses.

Commitment to Sustainability

In the florists’ survey, 74% agreed that creating sustainable floral arrangements is the right thing to do.

For Taylor Ferry, owner of Robertson’s Flowers & Events in Philadelphia, sustainability is a driving factor in many of his business decisions. “I make as many strides as I can as far as sustainability goes,” he says. “To me, it is the right decision so I’m going to do it.”

Everything that leaves Robertson’s is either biodegradable, compostable, or recyclable. He buys locally grown flowers whenever he can, replaces older fleet vehicles with

hybrids, and opts for electricity from renewable sources like solar energy.

Ferry says these efforts benefit not only the environment but also his community, business, and the floral industry. Buying local flowers invests money into his community and results in savings on shipping. Additionally, purchasing from suppliers who offer sustainable products encourages those suppliers to expand their eco-friendly offerings and reduce costs over time.

Ferry encourages his fellow florists to explore sustainable methods and materials, suggesting they delegate the task to a passionate employee if time is a constraint.

“Any small change, if everyone is doing it, is a big change,” Ferry says. “You have to have the mindset that it’s worth it because you’re part of a bigger picture.”

Communication Gap

Of the 323 florists who have adopted sustainable practices, only 22% advertise these efforts to customers. The gap may be buoyed by a perceived lack of interest, as 72% of respondents said their customers have not asked about their sustainability efforts.

Coleman L. Etheredge, Ph.D., assistant professor of floral management at Mississippi State University and the lead researcher on both surveys, cautions florists against assuming customers don’t care. He urges all floral businesses to promote their sustainable efforts through both in-store and online marketing. “By not promoting these attributes to their customers, business owners risk missing out on potential patrons,” Etheredge says.

Ferry has found success by including tags with all arrangements that describe the shop’s commitment to sustainability and how each part of the packaging can be disposed of sustainably.

Growth Opportunities

The survey also identified opportunities for growth and innovation. While 81% of florists said they are aware of sustainable design mechanics, 80% expressed a desire to learn more. Etheredge says the industry should respond with more education and resources.

“Floral educators should consider incorporating lessons focused on sustainable mechanics into their curriculum so that students have a broader understanding of ways in which to create more sustainable designs,” he says.

Programs such as Sustainbloom, launched by AFE in 2022, offer free guides and resources for professionals across the supply chain to make sustainability more accessible.

Barriers to Sustainability

Almost half of those surveyed (46%) reported barriers to implementing sustainable practices, with the most common obstacle being cost (almost 40%).

Joseph Langlois of Bangor Floral in Bangor, Maine, acknowledges the higher price of some of the sustainable products he uses at his shop, but believes the investment pays off for both his business and the environment. He points to the 2023 consumer study, which found that at least 50% of respondents were willing to pay 10% or more for sustainable floral arrangements.

“I believe our focus on sustainability is a matter of incremental growth as long as we maintain our practice and messaging,” Langlois says. “We must stay the course and trust in the process and the end goal of preserving this world for future generations.”

Other significant barriers include lack of sustainable alternatives (18%) and lack of access to sustainable products (16%). Etheredge says the findings indicate the need for more innovation from suppliers to meet the varying needs of floral designs.

DelPrince suggests florists look back in time for ways to create modern designs. For example, before single-use plastics became ubiquitous in flower shops, designers wrapped bouquets in paper

ECO EDUCATION Robertson's Flowers & Events in Philadelphia includes tags with every arrangement to highlight their sustainability practices and guide customers on how they can contribute

Other key takeaways from the survey include:

Most Common Sustainable Practices: Florists are recycling cardboard (61%), sourcing local flowers (57%), promoting vase reuse programs (56%), using sustainable/reusable mechanics (47%), and using recyclable packaging material (46%).

Interest in Certification: More than 80% of respondents were at least somewhat interested in obtaining a sustainable floral certification, preferring a fully online, one-day program. The main concerns were cost and time.

Marketing Sustainable Efforts: Only 22% of respondents advertise their sustainable efforts primarily through social media (73%), direct customer engagement (62%), and websites (41%).

or hand-tied them with raffia ribbon. When past practices don't offer guidance, Langlois suggests reimagining modern solutions.

“Don't just keep repeating what was always done,” he says. “Redesign it, recreate it, reimagine it. Design doesn't stand still, and neither should you.” ■



Our Commitment to Sustainability

We only use packing materials that can be disposed of responsibly. The cellophane and tissue paper used in our packaging are biodegradable and the box and packing paper are recyclable.

Thank you for helping us in our commitment to minimize waste!

Alexandra Farms

Growing Roses Sustainably



alexandrafarms.com
info@alexandrafarms.com
305-528-3657

Alexandra Farms, located in the Andes mountains of Colombia, is a boutique grower of fresh-cut garden roses. Since 2005, we've been dedicated to producing blooms with the best appearance and performance possible while keeping up with demand and trends. Our collections include 60 unique garden rose varieties and other flowers with special shapes, colors, and fragrances. Alexandra Farms is committed to social and environmental best practices, and we are certified through Florverde Sustainable Flowers and One Carbon World. Our long-lasting, award-winning flowers are available year-round through floral wholesalers around the world.

At Alexandra Farms, our desire and ongoing efforts to operate sustainably and respectfully are part of the foundation on which the business is built. Floriculture is highly dependent on natural resources; we owe everything we can produce to nature, so we work to balance international

market demand and the preservation of the environment through multiple sustainability actions.

We are based in Bogotá, Colombia, where our prolific blooms thrive in the equatorial climate. This allows for natural lighting and cooling in the greenhouses all year round, eradicating the need for artificial energy sources to aid in the plants' production process. This, in turn, reduces our carbon footprint and helps us develop courses of action around foreseeable climate change.

Other ongoing sustainability efforts are linked to reaching the highest leverage of available natural resources. An example is our water and fertilization cycle, where we store rainwater in our on-site reservoirs and use a hydroponic system to pump the water, alongside very minimal fertilizing compounds, to flowerbeds across the farm. Products that the plants do not absorb are collected through separate pipes and carried to a filtering tank to be reprocessed. The product is stored and reintegrated into the





irrigation system so no water goes to waste, which also minimizes our consumption of fertilizers.

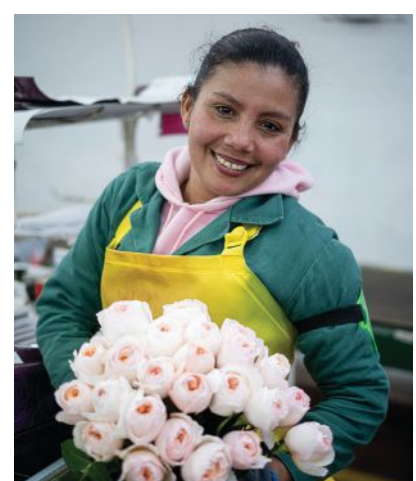
Waste plant products are turned into compost and used to make new flower beds and the soil upon which we sow native trees to compensate for the carbon dioxide emissions production may cause. In this way, we balance our crops and the environment, honoring biodiversity and giving back to our garden roses.

Alexandra Farms has reduced its use of pesticides by releasing specific

insects to prey on pests. We use wide adhesive cartons across our flowerbeds to prevent flies and insects from reaching our flowers without causing greenhouse gas emissions.

The company's future goals include reducing energy use, investing in solar panels to help carry out mechanical and electrical tasks across the farm, and eliminating single-use plastic by changing elements in our packaging to ensure the waste can be recycled and/or biodegraded in the short term.

We also continue to educate our employees on how to take care of our resources responsibly, use them efficiently and ethically, and learn about the natural environment we cultivate. We develop best practices to implement across the entire production process to ensure we provide the best quality blooms for years to come. And we continuously work to grow our sustainability efforts, aiming to serve the environment's ever-changing nature instead of pushing against its course. ■



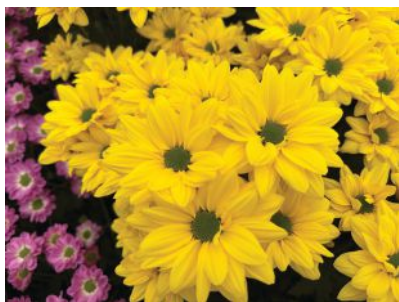
Deliflor Americas

A Commitment to Sustainability

DELIFLOR

AMERICAS

+57 4 (444) 8794
deliflor.com



Today, sustainability is as vital for businesses as quality. It's no longer an option—especially in industries like floriculture, where environmental impact can be significant. Sustainability now drives not only individual actions toward environmental and social responsibility but also collective efforts. Companies are expected to lead by example, influencing their employees and demanding the same commitment from partners, customers, and suppliers. It is this collective dedication to sustainability that enables meaningful and long-lasting change for our planet.

Deliflor's goal is to inspire new actions and welcome fresh ideas to further enhance the practices it's already put into motion.

Water Usage

Since 2019, we have been closely monitoring our water consumption. By September of this year, we recorded a usage of **6,005 m³**, saving **1,790 m³**—

our lowest consumption in five years. Our average water intake stands at **0.57 lps/ha**, significantly more efficient than the sector average of **0.32 lps/ha**. For irrigation, our water consumption is at **0.17 lps/ha**, compared to the sector's **0.36 lps/ha**. At Deliflor, we have a rainwater recirculation system in place. Rainwater is captured from the greenhouses and channeled to a reservoir lake, from which water is pumped back to the greenhouses for irrigation purposes. The water used is treated through an ultrafiltration system, and the irrigation is done through drip and mist systems, depending on the production area.

Energy Consumption

More than **89%** of the energy we consume is generated by solar panels. By September, our total energy consumption amounted to **15,416 kWh**. On average, our energy consumption per hectare is **5,230.8 kWh/ha**, a much more sustainable rate compared to the industry average of **6,901.71 kWh/ha**.

Carbon Footprint

In 2021, Deliflor recorded our first **carbon neutrality** report, registering **98.06 tons of CO₂**. By September of this year, we had reduced that to **83.19 tons of CO₂**, showing a clear improvement and our commitment to environmental stewardship.

Bees

Deliflor has installed an ecological trail with bee hotels to contribute to environmental conservation efforts. These hotels provide a safe habitat for bees, crucial pollinators that play a vital role in the health of our ecosystems.



Reforestation

On April 29, Deliflor celebrated **Tree Day** with a planting campaign, resulting in **320 new trees** planted across our farm. To date, we have planted more than **2,000 native trees**, including species like **Siete Cueros, Manzanillo, Cariseco, Yarumo Verde, Chagualo Rojo, Arrayán, Yarumo Blanco, and Laurel Nativo.**

Additionally, the areas of our land not used for economic activity are dedicated to reforestation, creating habitats for various species of wildlife such as **mirla, guacharacas, caravanas, barranqueros, and mockingbirds.**

Employee Safety and Well-Being

In 2024, we continued our strong commitment to ethical trade and dignified working conditions by creating **52 new jobs — 23 for men and 29 for women — a 19% increase** compared to 2023. Through our recruitment and training processes, we achieved a **66% contract success rate**, with **71%** of new employees remaining with us. This ensures that valuable knowledge stays within the company, contributing to Deliflor's growth as an intangible asset.

To further enhance our workforce's contributions, we've implemented daily evaluations to meet department goals, identifying opportunities for improvement. This approach increases the impact and value of each team member's role within the organization. Our **accident rate** remains impressively low at **0.92%**, far below the sector average of **15.39%**.

Certifications

Our **ALMA** program focuses on employee well-being both within and outside of work, addressing stress symptoms and managing risks effectively. We are also **Sedex SMETA** certified, which recognizes Deliflor Americas as a company that upholds the highest standards in labor, health, and safety, ensuring the protection and well-being of all employees.

We are currently in the process of certification for the **Florverde Sustainable Flowers Standard**, which guarantees the sustainable production of flowers and ornamentals. This certification not only requires producers to strengthen internal processes through sustainable practices but also assures consumers that they are purchasing a product produced with the highest standards of quality, social responsibility, and environmental care.

Florverde promotes responsible agricultural practices and contributes to the well-being of workers and the environment, marking a significant milestone in our sustainability journey. Through this certification, we aim to continually improve our processes and deliver responsibly grown flowers to our customers.

Environmental Sustainability Garden

At Deliflor, we have created an **environmental sustainability garden**, where we grow vegetables and greens for our farm workers, neighboring communities, and for use during company events. No pesticides are used in the cultivation process, ensuring safe and healthy produce.



Whenever there is a harvest, each worker receives a package that includes not only the fresh vegetables but also recipes and nutritional information to help them make the most of what they bring home. Some of the vegetables we grow include different varieties of lettuce, carrots, broccoli, herbs, Swiss chard, and kale. ■

Rethinking Green

The Future of Floral Foam



(800) 253-0409
floracraft.com



Florists have long been using their talents to bring joy to clients by working with an abundance of fresh flowers and permanent botanicals to create inspiring arrangements. These masters of floral design have an innate talent for choosing the perfect color and floral variety to convey messages of celebration, commemoration and recognition.

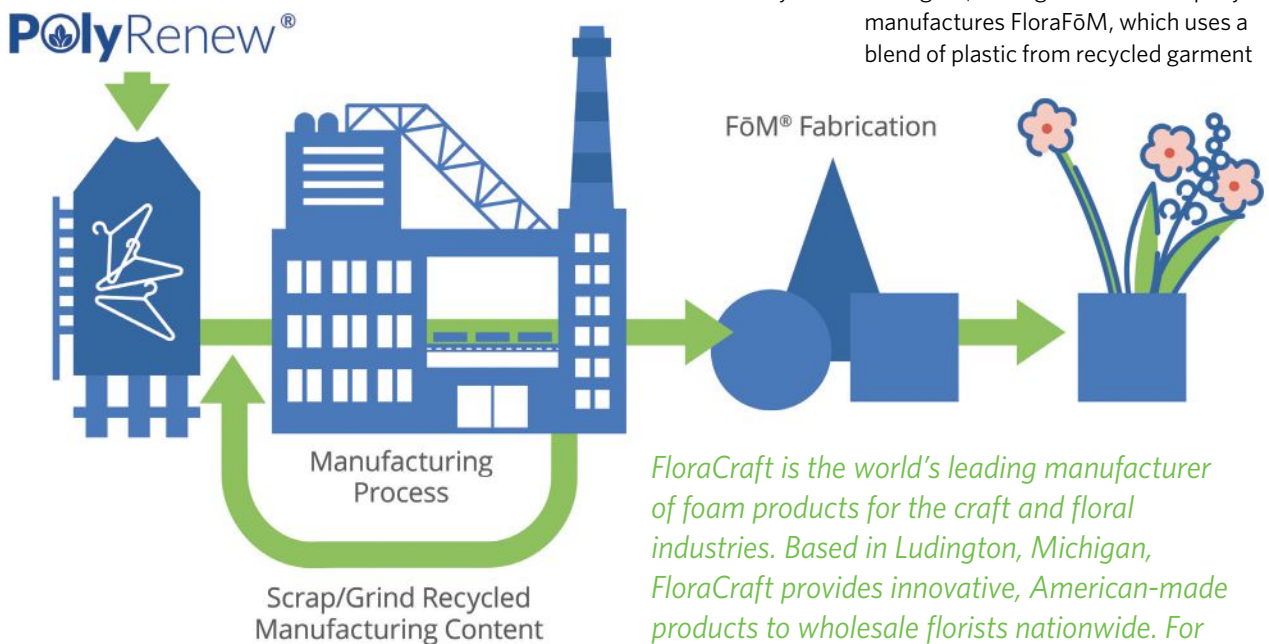
Green has always been a signature color of the floral industry, but in recent years it has taken on an additional meaning.

Sustainable floristry is no longer just a trendy topic, it is becoming a driving factor in arrangements. The floral industry has expressed its desire to be more environmentally

conscious in order to be a truly green profession. Florists and wholesalers alike continue to make more socially mindful decisions about the products they buy and packaging they use.

FloraCraft®, the world's leading manufacturer of foam products for the floral industry, recognized this aspiration and took action. The result was FloraFōM® with PolyRenew®, a floral foam line made with post-consumer recycled plastic.

FloraFōM, most commonly used with permanent botanicals, represents the first true innovation in the foam category in more than 70 years and is the first product of its kind on the market to feature recycled post-consumer material. The Ludington, Michigan-based company manufactures FloraFōM, which uses a blend of plastic from recycled garment



FloraCraft is the world's leading manufacturer of foam products for the craft and floral industries. Based in Ludington, Michigan, FloraCraft provides innovative, American-made products to wholesale florists nationwide. For more than 75 years, FloraCraft has made it easy for creators everywhere through its innovative craft and floral foam products.



hangers from retailers across the country along with new extruded polystyrene, or XPS, previously known as STYROFOAM™ Brand Foam.

Floral designers love that FloraFōM is lightweight, smoother and less brittle than the company's legacy foam, making picking, painting and cutting easier while producing less dust, so cuts can be made with minimal cleanup. They also enjoy FloraFōM's sturdier design, which reduces the possibility of the material denting during use, making it the most obvious choice for holding stems in place.

Even fresh flowers can be used with this XPS foam by placing water picks directly into the foam, creating a useful

alternative for floral arrangements. The lightweight yet sturdy foam easily can fit in any container while safely holding stems or water picks in place.

Since its launch, FloraFōM has not only been a hit with floral designers but with the business world, too. FloraFōM and FloraCraft have earned national and international recognition for sustainability and product innovation by the National Association of Manufacturers, American Business, Edison Awards® and Beyond Plastics organizations.

By mixing in recycled material, the company can still make the same amount of product it normally does, but takes out the equivalent

of nearly 1,000 miles of plastic per year, or the distance between New York and St. Louis, that would otherwise end up in a landfill.

"We listened to our customers, who told us they really want to use products that have been responsibly made," says FloraCraft Vice President of Sales and Business Development Marla O'Dell. "They want to know the foam used in their floral projects is created with environmentally conscious materials, it doesn't pollute the water supply and is made right here in the United States.

"Not only has FloraFōM changed the floral foam manufacturing industry, but it has allowed us to rethink how we produce all our products moving forward. We're taking plastic that would normally end up in a landfill and making it into a high-quality foam product — a win for the designer and the environment."

FloraCraft wants floral designers to feel great about the products they use while representing their desire for sustainable floristry. FloraCraft is driven by social responsibility, dedicated to building a sustainable company that employs best practices for the environment, people and the communities it operates in. The manufacturer is committed to reducing its environmental impact by recycling more than 98 percent of its foam fabrication scrap, which is collected and reused in other FloraCraft products or sold to companies that utilize recycled materials.

FloraFōM is now available to florists everywhere through your local wholesaler. ■



Do Good. Every Day.

Embrace sustainability with the new FloraLife® Flower Food Packets.

FloraLife

●●●●●●●● Experts in Flower Care

floralife.com
shop.floralife.com



If you're looking for ways to make your shop more eco-friendly, you will want to check out the latest from FloraLife. We have rolled out new flower food packet packaging that is more sustainable, and it's a game changer for our industry.

What's New?

FloraLife has introduced a new type of film in North America for our flower food packets that is made up of 51.3% recycled materials. That's right — more than half of the plastic used is recycled, combining both post-consumer recycled (PCR) and post-industrial recycled (PIR) content. This means a lot less reliance on virgin plastic and a smaller environmental footprint overall. In simpler terms, this means that a good chunk of this packaging was used by consumers before being recycled back into the supply chain. How cool is that?

Why It Matters?

Less Pollution: The new packaging cuts down greenhouse gas emissions by 12% and reduces fossil fuel use by 20%. That's a big win for our planet!

Quality You Can Trust: Don't worry — this new film doesn't compromise

on performance. Your customers will still get the same great results they expect from FloraLife® Products.

Paper Option: As an alternative to recycled plastic flower food packets, we also offer regular and moisture-resistant recyclable paper options.



Why You Should Care?

As a florist, using sustainable products can really set you apart. More and more customers are looking for brands that care about the environment, and by choosing FloraLife® Flower Food, you're making a statement that you're on board with sustainability and quality.

How to Get Involved:

Spread the Word: Let your customers know about the eco-friendly choices



you're making. People love to support businesses that prioritize the planet!

Make the Switch: Consider using and providing customers with FloraLife® Flower Food in your shop. It's a simple way to show your commitment to sustainability and quality, and offer your customers high-quality products.

Stay Informed: Keep an eye on FloraLife's efforts to bring even more sustainable options to the table. Staying updated will help you keep your shop ahead of the curve. This initiative is a big step forward in our commitment to sustainable packaging. It is all part of FloraLife's 2025 Sustainability Plan, which focuses on reducing waste and promoting eco-friendly practices.



Reducing Floral Waste

It is more important than ever to keep an eye on our impact on the planet. Growing, processing, and delivering flowers uses a lot of resources to make sure beautiful, fresh flowers reach the consumer. At FloraLife, we're all about sustainability and have focused on five key commitments to help reduce our environmental impact — and support our partners, big and small, in doing the same. Those commitments are about tackling climate change, managing water use, building our sustainable product range, using sustainable packaging, and raising awareness among everyone involved.

Waste in the floral industry affects nearly every part of sustainability. It's crucial to find ways to cut it down. When a flower doesn't make it to the end customer, it's not just the

flower that goes to waste; it's all the resources that went into growing, packaging, and transporting it. By following the right care and handling practices, we can ensure top-quality flowers reach customers while also cutting down on waste, which helps lessen our environmental footprint.

Say Hello to Effortless and Accurate Dosing!

Whether you're a wholesaler, event planning wizard, or florist extraordinaire, we've got something exciting just for you. Meet the FloraLife® QuickMix Handheld Dosing System — the compact, accurate, and budget-friendly solution to elevate your fresh-cut flower game! This nifty, Swiss-engineered device fits right in your hand and ensures your blooms get the hydration and feeding love they need and deserve.

Why You'll Love It

Compact & Handy: No more bulky equipment! This lightweight champion connects easily to any water source, making it your perfect partner in floral crime.

Refill & Roll: Keep an eye on your solution levels with the clear canister, and adjust your dosing settings with just a flick. Simple as that!

User-Friendly Magic: A gentle squeeze of the trigger does it all —

mixing water and FloraLife® solutions for a flawless blend. Think of it as the ultimate "mixologist" for your flowers!

A Game-Changer for All: This is a floral revolution! Say goodbye to dragging your buckets and vases to the dosing unit. With the FloraLife® QuickMix system, you now have the flexibility to move to them instead. It's all about convenience!

Smart Dispensing: With just a pull of the trigger, you can serve up exactly what your flowers crave! One full tank can tackle up to 250 vases or countless buckets with a single liter of solution. Choose from dilution ratios of 2ml, 5ml, 10ml, and 20ml/L — whatever floats your floral boat!

Wrap-Up

FloraLife® Flower Food packets made with recycled materials are an exciting development for sustainability in our industry. By embracing these innovations, you're not just helping the planet — you're also boosting your shop's appeal. Together, let's create a greener future for floral business, one bloom at a time!

Ready to Transform Your Floral Experience? For more info on the FloraLife® QuickMix Handheld Dosing System, reach out to your local rep or hop on over to the FloraLife website. This delightful device is available globally! ■



Gardens America

Proudly Presents Stella: A Symbol of Sustainability and Resilience



(305) 640-2390
gardensamerica.com

The Stella flower, also known as the Inírida flower or Flor de Inírida, is more than just a unique bloom. Found only in a small region along the Colombian-Venezuelan border, this rare flower has survived against the odds. It has become a source of economic opportunity for local Indigenous communities. As the exclusive distributor of the Stella flower in the United States and Canada, Gardens America is proud to support this sustainable venture, promoting eco-conscious practices while offering a product that benefits both people and the environment.

Thriving in Challenging Conditions

The Stella flower's natural environment is one of the world's most difficult for plant life. It grows in the nutrient-poor, white-sand savannas of the Estrella Fluvial Ramsar site, a biodiversity hotspot in Colombia. These

flowers endure both severe flooding and extreme droughts, earning them the name "flores eternas" or "everlasting flowers." Their ability to thrive in such harsh conditions makes them a powerful symbol of resilience.

Once considered impossible, domesticating both varieties of the Stella flower (winter and summer) has become a reality through local Indigenous farmers' deep knowledge and expertise. These communities have developed sustainable flower cultivation methods using traditional practices passed down through generations. This process has allowed the flower to be commercially available and created a new, sustainable economy for the region.

The growers have found ways to hydrate the inflorescences with natural furrows in the ground, allowing them to produce winter flowers all year round and strengthening the yield of the crops. Sowing the summer flower has been crucial despite the





seed being smaller and more challenging to recognize in winter. It is also worth noting that Stella can be dried. It will turn to a natural wooden color and last forever, maintaining its shape and resilience. It truly is an everlasting flower.

Supporting Indigenous Communities

For the Indigenous people of Guainía, cultivating and selling the Stella flower has provided economic stability. In an area often overlooked, the flower trade has brought income to families, allowing them to preserve their cultural heritage while building a sustainable livelihood. The success of the Stella flower has empowered these communities, offering them a way to thrive in an otherwise challenging environment.

Gardens America's partnership with these farmers helps them reach their goals and expand their operations. They have planted an additional four hectares in the last two years, bringing them to 7.9 registered hectares. They have also purchased six more hectares to expand the planting. The revenue generated from this flower supports the local economy and conservation efforts, helping to protect the region's unique biodiversity.

Gardens America's Commitment to Sustainability

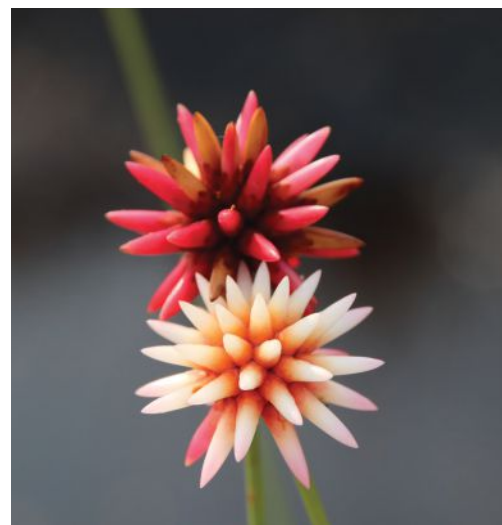
Gardens America is dedicated to promoting sustainable practices at every production stage. We partner with growers who prioritize environmental responsibility, ensuring the flowers are grown using eco-friendly methods.

Water management is a key focus. Our growers use systems that capture and recycle rainwater, reducing water waste and protecting local ecosystems. Additionally, treated wastewater is reused for irrigation, minimizing the environmental footprint of flower production.

Sustainable farming practices also extend to pest management. Integrated Pest Management (IPM) practices monitor crop health and reduce the use of chemical pesticides. This approach protects the flowers and minimizes environmental impact.

A Sustainable Choice

The Stella flower represents sustainability and resilience in its natural environment and the communities that cultivate it. Gardens America is committed to ensuring that the Stella flower reaches markets in a way that



benefits the environment and those who depend on its cultivation.

By choosing the Stella flower, you are supporting sustainable agriculture and helping to create a brighter future for Indigenous communities. The flower's beauty and resilience reflect the strength of the people who cultivate it, and its cultivation is a testament to what can be achieved when nature and tradition come together.

Gardens America is proud to be a part of this journey, bringing the Stella flower to new markets while supporting a sustainable and eco-friendly future. ■

Mellano & Company

Celebrating 100 Years



(760) 433-9550
mellano.com

For a century, Mellano & Company has served as a trusted steward of the land, evolving through three generations while staying true to its core values of quality and sustainability. As the Mellano family celebrates 100 years in business, their commitment to environmental responsibility, innovation, and community engagement continues to grow.

Certified Sustainability: A Commitment to Environmental Stewardship

Mellano & Company proudly maintains its **BloomCheck** certification, representing the highest standard for sustainably grown flowers and foliage in the United States. This rigorous certification confirms that the farm meets standards for soil, water, and air quality, wildlife protection, and the well-being of workers and the commu-

nity. The company also upholds the principles of the **Certified American Grown Flowers** movement, reaffirming their dedication to local agriculture and ethical farming practices.

Pest Management: Reducing Unnecessary Chemical Use Through Biocontrol

As part of their integrated pest management strategy, the farm balances tradition and innovation. Alongside carefully managed pesticide use, Mellano employs beneficial insects like lady beetles, predatory mites, and nematodes to keep harmful pests at bay. This natural approach minimizes chemical reliance and ensures a healthier ecosystem.

Water Conservation: Innovating for the Future

With California's water scarcity in mind, Mellano & Company prioritizes





water efficiency. Drip tape irrigation systems deliver water directly to plant roots, reducing waste and evaporation. The farm's operations are further enhanced by electronic sensors that monitor well and soil moisture levels, ensuring optimal water use. This year, Mellano has maximized

the use of rainwater storage, conserving resources while maintaining thriving crops.

Soil Health: Nurturing the Foundation for Growth

Through comprehensive composting practices, Mellano transforms green waste into nutrient-rich compost that nourishes the soil, supports carbon sequestration, and minimizes environmental impact. By enriching the earth, the farm guarantees healthy crops for generations to come while actively contributing to climate change mitigation.

Team Wellness: Investing in People

Mellano & Company values the well-being of its employees, offering training programs, wellness services, and flu shots. The company hosts annual appreciation events to celebrate its team and provide an environment where employees thrive, in alignment with



its century-long legacy of cultivating both people and plants.

Community Engagement: Giving Back to Those Who Support Them

As a family-owned business deeply rooted in the local community, Mellano runs a farm stand in **San Luis Rey**, providing fresh flowers, produce, and a hub of family-friendly activities. Visitors enjoy tractor rides, petting zoos, and U-pick fields, while children participate in educational summer camps.

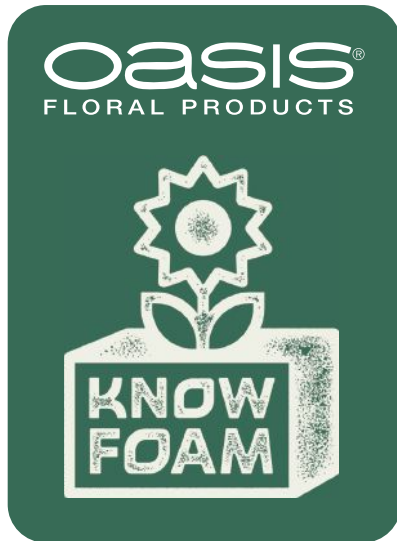
Mellano's commitment to giving back is also reflected in their sponsorships and donations to local sports teams, schools, and charitable causes. The farm also expands its community outreach by participating in SAF's Petal It Forward, donating flowers and encouraging acts of kindness, reinforcing the company's mission of spreading joy through flowers and foliage.

As Mellano & Company embarks on the next century, they continue to uphold their values of sustainability, innovation, and community. Their legacy is a testament to the power of dedication, both to the land and the people they serve. ■



Know Foam

Empowering Florists



In a world inundated with misinformation, Smithers-Oasis North America takes a bold step forward with the launch of its enlightening campaign, “Know Foam.”

Dedicated to empowering florists of all skill levels, this initiative seeks to unravel the facts about OASIS® Floral Foam, focusing on usability, affordability, and sustainability. Amidst the vast sea of information circulating the internet, “Know Foam” emerges as a beacon of clarity for florists who deserve accurate insights into the qualities of OASIS® Floral Foam. This campaign is not just a commitment; it’s a promise to deliver

the unvarnished truth, ensuring that florists can make informed decisions that align with their values and needs.

Usability lies at the core of the “Know Foam” campaign, as Smithers-Oasis endeavors to showcase the practical benefits of OASIS® Floral Foam. From enhanced design flexibility to simplified arrangements, florists will discover the true potential that lies within this innovative foam.

The campaign’s commitment to sustainability resonates with the growing environmental consciousness within the floral industry. “Know Foam” will shed light on the eco-friendly attributes of OASIS®



Floral Foam, emphasizing the brand's dedication to reducing its ecological footprint. Laura Walsh, director of marketing, emphasizes, "At our core, we're dedicated to providing designers with not only cutting-edge mechanics but also the vital knowledge on sustainability. Designers should never compromise between innovation and eco-conscious choices. We empower them to achieve both seamlessly." ■

MYTH:
Floral Foam
doesn't degrade

FACT:
Many don't but
OASIS® Floral Foam
Maxlife does!

*This product degrades by 75% within 1 year in an anaerobic environment (ASTM D5511).





FloraLife, a Division of Smithers-Oasis, focuses their sustainability plan on 5 key commitments to reduce our impact on the planet and help all our partners, big and small, reduce theirs too. The 5 commitments are climate change, water stewardship, product portfolio, sustainable packaging and stakeholder awareness. For more information, visit floralife.com.

For more information, products, and resources, check out our site:



oasisfloralproducts.com/pages/know-foam

Tennessee Clay

A Blend of Heritage, Innovation, and Sustainability by Syndicate



Elevate your offerings with Tennessee Clay, a premium line of ceramic pots meticulously crafted in the heart of Tennessee. These products go beyond stylish containers — they celebrate local heritage, modern design, and precision manufacturing, offering elegance with a commitment to responsibility.

The Tennessee Clay collection by Syndicate is deeply rooted in the region's natural beauty and history. Nestled among Tennessee's rolling hills, the factory reflects the local environment, with each product shaped by the state's rich clay resources. The clay is sustainably and responsibly mined, and sourced just ten miles from the factory, significantly reducing the carbon footprint of transportation. Unlike conventional methods that rely on bagged materials, we purchase and store clay in bulk, eliminating excess packaging and further reducing environmental impact.

This creamy eggshell-white clay, formed from sediment deposits by the Tennessee, Ohio, and Mississippi rivers, is renowned for its fine grain and moldability. Mined several feet below the surface and dried for a year, it becomes the foundation of our durable, high-quality products.

At the heart of Tennessee Clay's mission is sustainability. Our eco-friendly manufacturing process emphasizes environmental stewardship from start to finish. We use new energy-efficient equipment that meets the latest industry standards, ensuring minimal energy consumption throughout production. Additionally, metal renewable molds are employed instead of traditional plaster molds, reducing waste, and extending the lifecycle of our tools.



Innovation extends to how we handle materials. Our unfired clay is recyclable, while fired pots can be ground down and reused in ceramic tile production locally.

We are also proud to operate well below EPA emission limits, ensuring that our production process is as clean as it is efficient.

Each piece in the Tennessee Clay collection is crafted with attention to both form and function. Thicker wall construction ensures durability, making the pots resistant to the elements and reducing the need for frequent replacements.

By combining regional pride, sustainability, innovative design, and a deep respect for both people and the environment, Tennessee Clay offers an elegant, eco-conscious addition to the Syndicate product offering. ■



From concept to convenience, Syndicate aims to be the trailblazer of our industry. We focus on original trend-forward solutions that satisfy our customers' needs while also fueling their creativity. Using innovative technology, extraordinary service, and coordinated logistics, we work every day to be wherever flowers and plants are sold.



Birds and Blooms

A Sustainable Harmony

Flowers of Colombia, recognized worldwide for its quality and diversity, are also the result of good environmental practices that Colombian flower growers have been implementing for several years. This commitment is the outcome of Asocolflores' (the Colombian Association of Flower Exporters) higher purpose of promoting sustainable floriculture in Colombia and generating inspiring experiences around the world, which has allowed the articulation of efforts and activities that endorse the commitment to sustainability.

"For more than 50 years, when the concept of corporate responsibility was not even present in the Colombian business, we were already at the forefront with our affiliates, interpreting and including sustainability in all our actions. Projects such as the Rooting Beds and Birds of the Flowers demonstrate the feasibility of implementing articulated strategies to achieve greater environmental impact," said Augusto Solano, CEO of Asocolflores.

Rooting Beds

The Rooting Beds project is a groundbreaking initiative led by Colombian flower farms to enhance the native biodiversity of trees and shrubs while restoring the surrounding ecosystems. By providing both physical and technical resources, flower growers

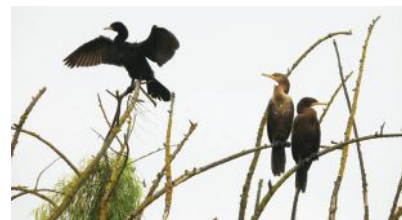


are actively creating habitats for native fauna on their farms and in the neighboring landscapes. These efforts are crucial for preserving and restoring ecosystems in areas where flower plantations exist, ensuring a balanced relationship between agriculture and nature.

Together, flower growers and local communities select native species, determine strategic planting locations, and conduct continuous monitoring of the project. Through these collective efforts, the "Rooting Beds" project not only fosters biodiversity conservation but also strengthens community ties and promotes a sustainable future within the rural flower-producing landscape.

The Birds of Flowers

The Birds of Flowers project (2024) is one of the latest examples of the flower industry's efforts to conserve biodiversity. The initiative began to update a study conducted in 2010, which consisted of field trips for direct observation, bird counts from fixed points, and meticulous recording of bird species and their songs in



29 flower farms in Colombia. This hands-on approach allowed the researchers to gather vital data on the bird populations living in these vibrant floral landscapes. The results of the study revealed a remarkable 10% increase in the number of bird species, highlighting the positive impact of sustainable practices in Colombian flower farms.

The findings indicate that flower landscapes and water reservoirs in Cundinamarca and Antioquia provide refuge for more than 158 species of birds, offering them vital solace and protection. It is noteworthy that the establishment and maintenance of rainwater reservoirs on Colombian flower farms, promoted by the Florverde Sustainable Flower Certification, not only enables the use of 60% of rainwater for operations but also provides habitats for the avifauna, offering them essential refuge and protection.

This project showcases how flower farms can serve as critical habitats for birds, fostering a deeper connection between floriculture and conservation. ■



Continental Flowers

Cultivating Social Responsibility and Sustainable Blooms



At Continental Flowers, sustainability is the root from which all good things grow. From supporting employees to installing solar panels, we're acting as stewards for the future of the floral industry.

As a restless innovator and solutions provider since 1974, Continental Flowers creates partnerships with wholesalers throughout North America. Since our inception, we have grown from a small family business to an enterprise that owns farms, develops best-in-class growing techniques, and introduces brands that have become industry favorites such as EverVida™ & Alstroerjewels®. Our long history and dedication to progress has made us unique among the growers, importers, and distributors in the floral marketplace.

Part of our unique identity includes being responsible stewards

to nature's most precious gifts — people and flowers. Sustainability and social consciousness are underpinnings into the operations of Continental Flowers and our partner farms. We look to constantly make a positive environmental impact as well as provide honorable employment and support at our farms and Miami facility. Our farms utilize environmentally conscious methods such as solar power, biological pest controls, rainwater recycling, composting, and drip irrigation. By treating the planet and people with the utmost care, we're able to live out our company motto: "Better blooms, every day." ■



**CONTINENTAL
FLOWERS**
GROWERS | IMPORTERS | DISTRIBUTORS

continentalflowers.com
info@continentalflowers.com
(800) 327-2715

E.A.S.E into Composting

E.A.S.E Sustainable Boxes were created by a flower shop for a flower shop.

Efficiency

Affordable

Simplicity

Earth friendly

(269) 420-0143
greensneedaplace.com
easecontainers@gmail.com

They have been proven to be a sustainable, great source of help for flower shops to contain greens, cut stems, and other floral waste and plant debris during the busy designer workday. The boxes also enhance safety for designers. No more slippage or floral waste on the flower shop floor. The boxes are the perfect size to easily move throughout the shop, help with cleanliness for customer appeal, as well as eliminate the sanitizing of the typical plastic garbage bin. E.A.S.E Sustainable Boxes, along with its revolutionary “Insta-Bottom” feature, allow the boxes to easily break down flat and pack in delivery vehicles for the perfect “off-site” project. E.A.S.E Sustainable Boxes promote your flower shops’ attention to

sustainability, which has been proven to be a priority for consumers.

The boxes are made of recycled content of heavy 200-pound grade corrugated. They are kraft brown and are shipped flat in a nicely packed kit of 6 containers. The boxes are 14.5” x 14.5” x 29.5” size and have our engineered “Insta-Bottom” feature allowing the unit to pop open without the need for tape while also creating strength. They have notches in all four corners for liner bags to hook onto as well as cut-out hand holes for ease of movement. Each six-pack kit comes with an optional 20 biodegradable, 45-gallon green liner bags; 20 regular 45-gallon clear liner bags; or no liner bags. Cases of liner bags can be purchased separately. ■



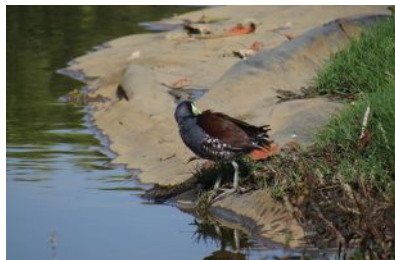
Florverde Sustainable Flowers

The Most Comprehensive International Certification for flowers

The Florverde Sustainable Flowers (FSF) certification is one of the first socio-environmental standards in floriculture worldwide. It is awarded exclusively to flower farms that meet the highest standards of corporate responsibility and sustainability. The certification provides companies with the opportunity to access demanding markets where only products produced in compliance with environmental and social responsibility criteria are accepted.

This international seal allows us to measure and respond to indicators such as: carbon footprint, water consumption, energy consumption, pesticide consumption, use of bio-inputs, absenteeism, accidents, and staff turnover, among others. The Floriculture Sustainability Initiative (FSI) has also ranked this certification as the most comprehensive at an international level. Furthermore, the Consumer Good Forum recognized Florverde in its Sustainable Supply Chain Initiative as a transparent certificate that ensures ethical and socially responsible practices.

The good practices implemented by FSF have achieved to date a reduction of 53% in the use of chemical pesticides. Also, FSF has been instrumental in helping reduce the use of water, of which 57% is now derived from rainwater and 100% of the



certified farms have efficient water saving programs.

To date, Florverde Sustainable Flowers has certified 150 farms in Colombia and Ecuador, representing a total area of over 5,300 hectares. This achievement has a positive impact on the lives of over 58,700 workers and has enabled 360 individuals to receive training. Certification also improves the quality of life of those involved in this sector. Thanks to FSF, 100% of the workers now have a signed working contract with complete traceability of the contracting and subcontracting processes, as well as working conditions and environments that abide by health, safety, and priority-of-life standards.

Unique Aspects of FSF Certification

FSF stands out from other floriculture certifications due to several features including continuous improvement, independent validation, transparency, industry-specific focus, and regulatory compliance.

An FSF-certified flower is not only a beautiful flower but also a flower that was produced under strict water protection protocols, preventing deforestation, fighting climate change, protecting biodiversity, and ensuring the economic and social development of the workers and their communities. ■



Colombian Flower Industry Recognized for Successes Preserving Biodiversity

The Colombian flower industry presented at COP16, the Conference of the Parties, its main achievements in protecting ecosystems, highlighting a 50% reduction in the use of chemical pesticides; a 600% increase in the use of bioinputs; protection of over 150 bird species; and the implementation of 12 native flora rooting beds.

Those achievements show that it is possible to practice sustainable agriculture while helping to mitigate the loss of biodiversity and protect ecosystems. Asocolflores (Association of Colombian Flower Exporters) shared those achievements with the world during COP16, the Conference of Parties annual convention Oct. 21 to Nov. 1 in Cali, Colombia, with the goal of agreeing on measures to protect ecosystems and strengthen global environmental policies. Some of Asocolflores' experiences include the following: the international certification Florverde Sustainable Flowers, ecological restoration (the establishment of rooting beds for native flower species), and the protection of birds in the Colombian flower farms (the Study of Birds project).

We are proud to represent the Colombian productive sector and to show that, in agriculture, it is possible



to have profitable and sustainable businesses," said Augusto Solano, CEO of Asocolflores.

Here are the achievements of the Colombian floriculture industry, pertaining to the following Global Biodiversity Framework targets:

Target 2 (Ecological renovation): Initiatives such as the Rooting Beds project, which incentivizes member companies to produce more native species of trees and shrubs, and The Study of Birds project, which shows the compelling way in which the floral landscape and water reservoirs provide shelter, comfort, and protection to more than 150 species of birds.

Target 7 (Reduce pollution): In the last 25 years, flower farms have been able to reduce by 50% the use of chemical pesticides and in the last 10 years increase by 600% the use of bioinputs.

Target 11 (Contributions to nature): Risk assessments, environmental management programs, struggle against deforestation and protection of endangered species in flower plantations through the standards of Florverde Sustainable Flowers.

Target 15 (Entrepreneurial activities): Implementing landscape management tools at flower farms to provide sustainable management to the agricultural landscape, including the preservation of biodiversity, the protection of water resources, and the promotion of sustainable agricultural practices.

Target 20: (Strengthen capacity-building and technology transfer and access): The Colombian Center for Floriculture Innovation (Ceniflores) joined Asocolflores at COP16, as well as its joint research projects with other main actors of the system.

For more than 50 years, Colombian floriculture has incorporated sustainability into each of its actions with great success, which are now internationally recognized and demonstrate how floriculture can be a leader in environmental protection. ■



Mystic Flowers

Discover the Story Behind Every Flower in These Mystical Lands

Get inspired!

For years, Mystic Flowers has been more than just a farm. We're a movement dedicated to transforming floriculture with sustainability and community at the heart of everything we do. Through innovation and environmental care, we grow our blooms with a deep sense of responsibility towards the land, our people, and the future.

Sustainability at Every Stage

Sustainability is at the heart of everything we do. **Our agricultural techniques are guided by progressive, efficient, and sustainable practices** that ensure the health of our soil, water, and ecosystem. We know that the vitality of our land directly impacts the beauty of our flowers, which is why we go above and beyond to nurture it. **In fact, 100% of our residual water is treated and recycled.**

Our post-harvest operations are fast-paced, with freshness, quality, and longevity as the top priorities. As a group of companies, we handle up to 800,000 stems daily. Our skilled team carefully arranges each flower by hand, ensuring they maintain the same beauty and freshness as when they were first picked from our fields. Following this, the flowers are delegated to our packaging experts in a process we proudly call **"the art of packaging the perfect bunch."** This meticulous approach ensures that our packaging reflects the same care and quality as the blooms within, **featuring Forest Stewardship Council—certified cartons that demonstrate**

our commitment to responsible and eco-friendly sourcing.

Sustainability Beyond the Fields

But sustainability at Mystic goes beyond the environment. **Our impact** is deeply personal, we care for our community just as much as our flowers. Our workers are the heart and soul of our farm, and their well-being is interlaced into our company's DNA. From providing comfortable lactation rooms and offering one-on-one psychological therapy to forming partnerships with local medical centers, we ensure that every individual at Mystic thrives, both mentally and physically.

One of our proudest partnerships is with Fundación Azulado, an initiative dedicated to preventing child abuse through educational programs. Since 2010, we've touched the lives of over 46,500 children, 110 schools, and 19,500 parents. **This impact on the community is not philanthropic work. It is an investment in our communities and the root of our business's DNA.**

Cultivating Innovation

As a trend-driven farm, we continually seek new ways to push boundaries and lead the industry in sustainable practices. Our commitment to trend-setting is evident in our ever-evolving portfolio, which is shaped by insightful cool-hunting methodologies.

This dedication fuels our **commitment to tomorrow.** Join us in the inspiring journey of the story behind every flower as we work together to create a more sustainable world, one flower at a time. ■



Click or scan
to learn more!

Mystic
ESSENCE THAT INSPIRES

Mysticflowers.com



Range Truck Group

Native Poppy Embraces Sustainability with Mullen One EV Delivery Van

Range Truck Group, a zero-emissions dealer for Mullen, is leading the charge toward a greener future with the Mullen One EV delivery van. This zero-emission vehicle is transforming floral deliveries and supporting small businesses in their sustainability efforts.

Native Poppy, a florist in San Diego, has taken a significant step toward sustainability by incorporating the Mullen One EV van into its delivery fleet. This electric van, affectionately named “Bumble Bee” or “BB,” is now the primary vehicle for its flower deliveries across San Diego. By switching to an electric vehicle, Native Poppy aims to reduce emissions and contribute to a greener environment. The business was able to substantially lower their fuel and maintenance costs, which it then passed on to their customers in the form of lower delivery costs.

The Mullen One EV is designed to reduce the carbon footprint of delivery services, ensuring that beautiful bouquets reach customers without harming the environment. Its electric powertrain eliminates tailpipe emissions, making it an ideal choice for eco-conscious florists and other small enterprises. By adopting the

Mullen One EV, businesses can enjoy the benefits of lower operating costs, reduced maintenance, and a quieter, smoother ride.

This innovative solution not only supports environmental goals but also enhances the efficiency and reliability of delivery services. Range Truck Group’s commitment to sustainability is evident in their push for zero-emission solutions, helping pave the way for a cleaner, greener future for all. ■

RANGE
TRUCK GROUP

www.rangetruck.com
[mullencommercial.com/
native-poppy-case-study](http://mullencommercial.com/native-poppy-case-study)
sales@rangetruck.com



Speaking the Sustainability Language

The subject of sustainability comes with many terms that may be unfamiliar or unclear. This glossary is a guide to common terms as they apply to the floriculture and horticulture industries.

biobased Made wholly or partially from renewable plant, marine, and forestry materials. Products that are verified to meet the USDA's standards can display the USDA Certified Biobased Product label.

biodegradable The ability of a product to be broken down naturally by microorganisms and assimilated into the environment. Products may leave behind toxic waste or heavy metals when biodegradation is complete. Some materials take hundreds or thousands of years to biodegrade. There are no official standards for this label in the United States.

biodiversity The variety of living species within an ecosystem, or on the Earth, including plants, animals, bacteria, and fungi. Biodiversity is essential to a healthy environment because each organism plays a role in capturing and storing energy and producing and decomposing organic matter. Since all types of agriculture tend to reduce biodiversity, a primary objective of sustainable flower farming is to support biodiversity on the farm and in the surrounding environment.

carbon dioxide equivalent The standard unit for measuring carbon footprint. It indicates a product or activity's global warming potential of one unit of carbon dioxide per 100 years.

carbon footprint The estimated amount of carbon dioxide (CO₂) and other carbon compounds that is produced and released into the atmosphere by an individual, a group, activity, or industry. Carbon dioxide and other carbon compounds in the atmosphere are primary contributors to global warming and climate change.

carbon neutral A state of zero-net emissions achieved by offsetting emissions or eliminating emissions.

carbon sequestration The process of capturing, securing, and storing carbon dioxide from the atmosphere. Sequestration can happen through biological, geological, and technological processes to reduce the amount of carbon dioxide in the atmosphere.

circular economy An economic model that minimizes resources, waste and emissions during production and consumption. This approach includes reusing, repairing and remanufacturing products.

compostable The ability of a product to break down into its basic organic parts within 90 days; the resulting materials must be nontoxic. Standards for compostable labeling in the U.S. are set by ASTM International.

corporate social responsibility The idea that businesses have a responsibility to reduce their negative impact, and increase their positive impact, on society. This includes environmental, social, and economic aspects.

greenhouse gas A gas that absorbs and emits radiant energy causing a greenhouse effect.

greenwashing Marketing messages or other communications that falsely convey an image of environmental responsibility for an organization or product.

integrated pest management (IPM) A strategy for controlling (rather than eradicating) pests that relies on mechanical and biological controls as a first resort, with minimal, responsible use of synthetic pesticides. This pest-control strategy allows for the use of synthetic pesticides if they are used in a way that is compatible with biologic controls. Biological controls include introducing beneficial insects to consume and thus reduce the presence of harmful insects. IPM has become an integral aspect of sustainable practices at many flower farms.

life cycle assessment (LCA) Analysis and evaluation of all the potential environmental impacts of a given product throughout its journey from producer to consumer to disposal.

local This term, as it is used to describe products sold within a given distance of their origin, has no widely agreed-upon definition. A 2008 amendment to the USDA's Consolidated Farm and Rural Development Act defined local as an item that was either produced within 400 miles of the point of origin or within the same state.

organic Produced without the use of artificial pesticides or fertilizers. In agriculture, this is the baseline definition; however, USDA standards for using this term as a marketing label are more specific. In broader use, "organic" can refer to standards that may encompass promotion of biodiversity and healthy soil.

phytosanitary Relating to, measuring, or controlling the health of internationally traded plants, vegetables, and fruits. Phytosanitary inspection certificates, administered by the USDA's Animal and Plant Health Inspection Service, are used to ensure exports are free of diseases and pests.

recyclable The ability of a product to be collected, processed, and remanufactured into a new product. Recycling services vary by location and not all materials are recyclable.

regenerative agriculture An approach to farming that places preservation and even restoration of the ecosystem above high crop yields. Regenerative agriculture aims to improve soil health, increase biodiversity, and aid in carbon sequestration, among other goals.

reusable The ability of a product to be collected, cleaned, and reused for the same or similar purpose, such as a vase reuse program at a florist.

social sustainability A condition within a workplace or society in which the culture, processes, systems and relationships promote equality and well-being and meet the basic social needs of present and future members.

sustainability The condition in which an economic activity satisfies present needs without jeopardizing resources for the future. Today the term is also understood as a balancing of interconnected interests that include environmental responsibility, social responsibility, and economic viability.

traceability The ability of a product to be traced in a verifiable method in its journey along a supply chain.

transparency An organization, business, or supply chain's openness and visibility around the conditions and actions that have an impact on quality and sustainability.

upcycling Repurposing used products into more useful or valuable products.

waste management The collection, transport, treatment, disposal and monitoring of biological, household, commercial and industrial waste with the purpose of reducing the negative effects of waste on the environment and human health. The process includes recycling and reusing.

water footprint A calculation of how much water is used, both directly and indirectly, in the production, supply and consumption of goods or services.

water management In agriculture this term refers to managing and conserving the use of water to maximize quality and quantity while minimizing damage to the environment. Examples include preventing surface water pollution, collecting and using rainwater, and irrigating to concentrate water distribution.

zero carbon Indicates a product or service created zero greenhouse gas emissions during production or operation.

This glossary was developed using a variety of sources, from the U.S. Environmental Protection Agency and USDA to academic research and dictionaries.

What's in a Label?

Sustainability certifications abound in the floral industry. Here's a breakdown of some of the best-known certifications and how they are administered.

BloomCheck

 BloomCheck certifies sustainability standards for flower growers in the United States. It originated under the California Cut Flower Commission (CCFC) — the grower-funded organization that also launched Certified American Grown, a program that verifies U.S. origin for cut flowers and greens. With the dissolution of the CCFC in 2020, BloomCheck is now administered by the Kee Kitayama Research Foundation. BloomCheck's sustainability standards dovetail with, and in many cases exceed, those set by a variety of U.S. and state regulatory agencies. The standards are set by an independent firm, SureHarvest, that provides sustainability solutions for growers and agri-food companies. Accreditation and auditing are provided by Protected Harvest, an independent nonprofit. As of September 2024, six U.S. farms were BloomCheck certified.

www.bloomcheck.org

Certified Naturally Grown



This certification was created in 2002, the same year as the USDA's National Organic Program took effect. Finding the paperwork requirements of the USDA's program

burdensome, a group of small-scale growers founded the Certified Naturally Grown program so they could feature their commitment to growing flowers and produce without synthetic chemicals or genetically modified organisms. Certification relies on peer reviews that also encourage the sharing of grower-to-grower knowledge. To date, more than 600 farmers producing food, flowers, and fiber have been certified in the United States and Canada.

www.naturallygrown.org

Fairtrade International



Established in 1997, Fairtrade differentiates itself from other certifications as being 50% owned by growers and workers, giving them a voice in the organization's decision making. The organization represents more than 2 million farmers and workers worldwide. Flowers are among the many agricultural products that can be designated with the FAIRTRADE Mark, as determined by an independent certifying body. The standards encompass economic as well as environmental and social criteria. Fairtrade International is an umbrella organization that comprises multiple stakeholders including Fairtrade America.

www.fairtrade.net

www.fairtradeamerica.org

Fair Trade USA



Not to be confused with Fairtrade International or its U.S. branch, Fairtrade America, Fair Trade USA originated in 1983 as a project to help coffee growers in Nicaragua and was launched as a certification in 1998. The organization has expanded to include a variety of products including flowers and food. With roots in the social and economic side of sustainability, Fair Trade USA standards embrace the concept of environmental stewardship along with protections and fair remuneration for growers, workers, fishermen, and their communities. More than 1,500 businesses have earned the Fair Trade Certified label.

www.fairtradecertified.org

Flor Ecuador



Launched in 2005, Flor Ecuador Certified is the sustainability certification program sponsored by Expoflores, the Ecuadorean Association of Flower Growers and Exporters. It relies on third-party auditors to certify businesses that comply with social and environmental requirements set by government entities, as well as industry expectations. As of September 2024, 103 farmers, breeders, and trading companies were certified.

www.florecuador.com

Florverde Sustainable Flowers (FSF)



FSF was founded 28 years ago by Asocolflores, the Colombian Association of Flower Exporters. It is now an independent, globally applicable certification. As of November 2024, approximately 150 farms were certified by FSF in Colombia and Ecuador. FSF has produced measurable agricultural, environmental, and social impact results, including benefits to about 58,700 farm workers. Approximately 50% of water used on FSF-certified farms comes from rainwater harvesting. By stem count, 2.1 billion stems of Colombia and Ecuador's flower exports were FSF certified. To become certified, a grower must meet the highest sustainability standards worldwide, benchmarked to the Floriculture Sustainability Initiative.

www.florverde.org

GLOBALG.A.P.



GLOBALG.A.P.

GLOBALG.A.P. is a brand of smart farm assurance solutions developed by FoodPLUS GmbH in Germany, with cooperation from producers, retailers, and other stakeholders across the food industry. These solutions include a range of standards for safe, socially and environmentally responsible farming practices. The most widely used GLOBALG.A.P. standard is Integrated Farm Assurance (IFA), applicable to floriculture and more. With requirements on topics such as soil and water management, plant protection, plant nutrition, biodiversity, environmental sustainability, and workers' well-being, the IFA standard for flowers and ornamentals allows producers to measure their progress, demonstrate their commitment to improving the sustainability of surrounding ecosystems, and improve the efficiency of farm operations. As of October 2024, there were almost 200,000 producers under GLOBALG.A.P. certification in 137 countries. There were 2,492 producers in 52 countries under the IFA certification.

www.globalgap.org

Kenya Flower Council Flowers and Ornamental Sustainability Standard (FOSS)



The Kenya Flower Council, a private and voluntary association of growers and exporters, created the Flowers and Ornamental Sustainability Standard (FOSS), a two-tiered certification program known as KFC Silver. Producer members are audited annually and awarded certificates using benchmarks from the Floriculture Sustainability Initiative. KFC's membership includes more than 130 producers and more than 90 associate members.

www.kenyaflowercouncil.org

MPS

MPS
driven by
sustainability



MPS was founded in 1993 in the Netherlands. Its goal is to make the horticulture industry more sustainable by supporting growers in their sustainability performances. The performances must be transparent, measurable, and demonstrable. MPS develops and manages a range of innovative certification standards and online and offline tools and provides participants with their own data insights. MPS standards are internationally recognized within the horticulture industry. In addition to environmental standards, MPS promotes sustainability with certificates for quality assurance and social aspects, offering the sector tools for effective implementation of corporate sustainability. As of October 2024, MPS has more than 3,200 participants in more than 50 countries.

www.my-mps.com

Rainforest Alliance



One of the most widely recognized sustainability certifications, the Rainforest Alliance began its work in 1987 fighting unsustainable forestry in Central America; it certified its first flower grower in 2001 in Costa Rica. As of October 2024, there are 101 certificate holders in the flowers category. The familiar green frog seal symbolizes social, economic, and environmental health sustainability and appears on more than 42,000 products worldwide. Producers must meet rigorous sustainable agriculture standards as laid out in the certification program. The nonprofit's vision and mission extend to helping farming and forest communities adapt to current climate impacts and prepare for future challenges.

www.rainforest-alliance.org

Sustainably Grown Certified



The former Veriflora Certification has been integrated into Sustainably Grown Certified. The certification serves the full spectrum of sustainable agriculture, including floriculture. It is administered by SCS Global Services, an international firm that provides certification and validation services to a wide variety of industries, working in some cases with other certification programs including GLOBALG.A.P. Standards include both environmental and worker protections. The certification process is robust and includes a multi-day annual audit. As of September 2024, there were about 60 active certifications, representing about 5,000 farms worldwide.

www.scsglobalservices.com



Learn more and get involved!

The Industry's Source for Floriculture Sustainability Resources and Education

A collaborative initiative providing education and advancements in sustainability through:

- Practical how-to guides, checklists, and research-driven resources
- Insightful industry spotlights
- Up-to-Date floriculture sustainability news



THE 7 TYPES OF PLASTICS

THEIR TOXICITY AND WHAT THEY ARE MOST COMMONLY USED FOR

PLASTIC TYPE	TOXICITY	COMMON USES
PE (PETE)	Low	Community Recycled
HDPE	Low	Community Recycled
PVC	Medium	Community Recycled
LDPE	Low	Community Recycled
PP	Low	Community Recycled
PS	High	Community Recycled
Other	High	Community Recycled

Consumer Preferences Guide for Sustainability

Explore Our Industry Guides

- Circular Economy & Community Engagement
- Composting
- Consumer Demand & Preferences
- H2A / H2B Work Visa

Creating a more sustainable industry now and for future generations

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