

For Immediate Release

Contact: Alexander Winslow
Director of Communications
awinslow@scscertified.com
Tel 510-452-8003

VeriFlora™ Certified Flowers Featured in Annual Rose Parade

Sustainably Grown Roses Make First Appearance at Pasadena Event

Emeryville, CA – January 5, 2006 – The world’s tallest roses, the first certified sustainably grown flowers ever displayed in Pasadena’s annual Rose Parade, made a striking impression during the festive and sun washed January 1 event. The roses were grown by Nevado Roses, provided by online eco-flower pioneer OrganicBouquet.com, and certified as sustainably grown under the VeriFlora™ label by Scientific Certification Systems (SCS), the Emeryville, California-based independent certifier of environmental, sustainability, food quality and food purity claims.

The roses, growing naturally to 5 or 6 feet tall and possessing astonishingly large heads, were included in the float of the Rose Queen and also the Sante Fe Springs float.

“We’re delighted to have VeriFlora certified flowers make their first Rose Parade appearance,” said Stan Rhodes, President and CEO, Scientific Certification Systems. “And given its industry leadership on sustainable practices and certification and its commitment to high quality, it’s no surprise that Nevado Roses is the source of these truly stunning roses.”

Flower growers, handlers and retailers can be independently certified under the VeriFlora label, signifying their compliance with the SCS *Sustainable Agriculture Practice Standard for Cut Floral Products and Ornamental Plants*. This standard establishes procedures for verifying environmental, social, and quality sustaining practices used in the growing, harvesting and handling of cut flowers and ornamental plants. This standard is soon slated to become the basis of a Draft American National Standard for Trial Use for Sustainable Agriculture.



In North America, VeriFlora certified flowers are intended to meet the expectations of increasingly sophisticated consumers who want high quality flowers that have a maximum vase life, are grown in ways that protect the environment, and are produced with fair and equitable workplace practices.

Certified VeriFlora growers include: Ascus Nursery, Denmar, Ecoroses S.A., Esmeralda, LatinFlor, Kendall Farms, Nevado Roses, Resendiz Bros., Rosa Prima, The Sun Valley Group, and The Elite Flower, Ltda. Certified handlers include: Fresh Blooms (of Delaware Valley Floral Group), Organic Bouquet, and Sierra Flower Trading, Ltd.

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About Scientific Certification Systems (SCS)

SCS is an independent certifier of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, consumer and business product manufacturing, and retail. For more information about VeriFlora and SCS, visit www.VeriFlora.com or call 510-452-8000.

About OrganicBouquet.com

Organic Bouquet (www.OrganicBouquet.com), established in 2001, has pioneered the organic flower market. As a leading voice in the organic movement, it is raising public awareness of critical environmental issues, using sustainably grown flowers as a catalyst for change.

About Nevado Roses

Nevado Roses (www.NevadoRoses.com) is a family-run firm established in 1998 that has pioneered the premium rose market worldwide. Since its inception, Nevado Roses strives to become the world's most sustainable rose producer. With wholesale customers in more than 30 countries Nevado uses its leadership role to inspire others to go sustainable.

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