

Media Advisory
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SCS Announces Spate of VeriFlora® Certifications

Emeryville, CA – Scientific Certification Systems (SCS), the independent, third-party certification and standards development authority, proudly announced the names of four companies earning VeriFlora® certification: Ecuatorian, Priority Greens, Boutique Flowers, and YamaFlor. The VeriFlora label signifies that potted and bedding plants and cut flowers have been produced in an environmentally and socially responsible manner, while meeting the highest standards for freshness and quality.



Since its launch in 2005, VeriFlora certification has become the sustainability benchmark for cut flowers and potted plants sold in the North American market. More than 750 million stems of flowers, and 250 million potted plants, have been certified to date, with more on the way.

In order to be certified, growers must meet leading-edge environmental protection requirements — covering such issues as pest management, soil fertility, production yields, energy efficiency, carbon footprint, integrated waste management, water conservation, packaging minimization, and ecosystem protection. In addition, the certification assures that fair labor practices and strong community engagement principles are in effect.

Moreover, the VeriFlora standard is uniquely grounded in the principle of product quality, embracing quality at every critical stage in the life cycle of the product from the field through wholesale distribution. For instance, VeriFlora's approach to monitoring good cold chain management practices is designed to ensure a measurable advantage in the preservation of desirable quality attributes, and extend longevity. The standard also requires strong traceability steps to help ensure quality control.

About SCS

SCS is an independent, third-party certifier of environmental, sustainability, food quality and food purity claims. For more than 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.

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