



MEDIA RELEASE

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ESMERALDA COLOMBIA RECEIVES VERIFLORA™ CERTIFICATION

Esmeralda Farms proudly announces that its Colombian farms have received VeriFlora™ certification.

The VeriFlora™ standard establishes procedures for verifying agricultural production practices employed by flower production operations and verifies that they meet the required protocols to protect the integrity of certified floral products throughout the chain-of-custody.

The VeriFlora™ certification standard establishes a new sustainability benchmark for cut flowers and other floral products in the North American market. VeriFlora™ addresses agricultural practices, environmental protection and social responsibility - and, is uniquely grounded in the principle of product quality. The standard embraces product quality at every critical stage in the life cycle of the product from the field through wholesale distribution. Growers and handlers (wrappers, distributors, wholesalers and retailers) are required to implement and manage coding procedures, appropriate environmental controls, vase testing, and customer satisfaction tracking.

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 requires traceability mechanisms to be put in place at every critical control point. For end users, traceability helps ensure quality control, supporting retailer promotion of product shelf-life. In short, VeriFlora™ should ultimately provide increased consumer confidence in product quality, advantaging certified growers and handlers.

For further information on this and other Esmeralda green label programs and certifications, logon to <http://www.esmeraldafarms.com/>.

For immediate comment, please contact:

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