

For Immediate Release

June 10, 2008

Contact: Diane Dulmage
Communications Associate, SCS
ddulmage@scs-certified.com
510-452-8003

Floral Plant Growers Achieves Sustainability Certification under the Independent VeriFlora® Program

Floral Plant Growers (FPG) “grower ready” and “retail ready plants” produced at the FPG Denmark, Wisconsin facility have been certified as sustainably grown by SCS under the VeriFlora certification program. In order to be certified, FPG’s environmental, social and quality management practices were independently evaluated and determined to meet exceptional standards of excellence.



Among the factors contributing to FPG’s certification were its energy-efficient greenhouses designed to regulate heat with minimal electricity input, use of biodegradable and moss potting containers for bedding plants, and mixed bowl plant arrangements intended for long-lasting use. Likewise, FPG’s workplace environment encourages enthusiastic employee morale.

The “grower-ready” business, including plugs and prefinished materials, make up about 20 percent of the Wisconsin production mix, while the majority of sales are now “retail-ready” plants such as bedding plants (impatiens, marigolds, petunias, etc.), flowering and specialty hanging baskets, perennials, containerized plants and poinsettias sold to mass-market and home-improvement chains. The company operates a total of 50 acres of enclosed greenhouse production facilities and 4 acres of outdoor growing space.

“There are many aspects to sustainability,” said Dr. Michael Keyes, SCS Certification Manager for Sustainable Agriculture. “It takes a real commitment from management to pursue full-scale certification. SCS is delighted to be able to acknowledge FPG’s leadership in issues ranging from media fertility and waste management to energy efficiency, labor practices, and quality control.

FPG was assisted in meeting its sustainability goals by The Visions Group, an independent business advisory group specializing in the floricultural market. “FPG has taken the long view of sustainability,” said Jim Snyder of Visions Group. “It’s good for the environment, good for business, and good for people.”

Floral Plant Growers bought Greiling Farms family-owned greenhouses in 1998, and now employs about 130 full-time people. For more information about Floral Plant Growers, contact Scott L. Lueder, Chief Operating Officer, Floral Plant Growers at: scottl@natbeauty.com or Dean Chaloupka, President, Floral Plant Growers at: deanc@natbeauty.com



Carts leaving Floral Plant Growers

(over)



2200 Powell St., Suite 725
Emeryville, CA 94608
www.scscertified.com

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. Additional information about SCS and VeriFlora can be found at www.scscertified.com and at www.VeriFlora.org.

###