



Press Release

FOR IMMEDIATE RELEASE

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**FLORAL PLANT GROWERS RECOGNIZED WITH VERIFLORA
CERTIFICATION FOR SUSTAINABILITY PRACTICES**

March 23, 2010 DENMARK, WI - **Floral Plant Growers, LLC** has earned VeriFlora certification for its commitment to sustainable horticulture practices at all three of its greenhouse locations: Denmark, WI, Richmond, IN, and Boyden, IA. In May, 2008, FPG's Denmark, Wisconsin facility was the first open market plug & liner producer and the fourth potted plant producer in North America to attain the VeriFlora certification.

VeriFlora is an agricultural sustainability and eco-labeling program recognized as the gold-standard in the horticulture industry for products sold in North America. Certification assures that all Floral Plant Growers' retail ready and grower ready products have been produced in an environmentally and socially responsible manner and also meet the highest standards for freshness and quality.

"Attaining VeriFlora sustainability certification is the right thing for our customers, employees, community, and owners. Being one of the first young and potted plant producers to complete this rigorous program demonstrates FPG's commitment not only to the present, but also the future," said Scott Lueder, FPG President and CEO.

Tom Mowbray, Vice President of Sales for FPG, echoed this sentiment and added, "Given the choice, there are a growing number of consumers who prefer to buy from a sustainable source. There is an increasing awareness in the marketplace as it relates to sustainability. At Floral Plant Growers, we feel VeriFlora certification is an important aspect of our future growth strategy."

In order to earn VeriFlora certification, growers must meet leading edge environmental protection requirements covering issues such as pest management, media fertility, production yields, energy efficiency, carbon footprint, integrated waste management, water conservation and ecosystem protection. In addition, certification ensures that fair labor practices and strong community engagement principles are in effect.

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Floral Plant Growers is a large commercial grower with 49 acres of greenhouse production facilities in three Midwest locations: Denmark, WI (Corporate office), Boyden, IA, and Richmond, IN. FPG specializes in growing retail-ready bedding plants, hardy mums & holiday crops, and grower-ready plugs & propagated liners. Floral Plant Growers produces over 156 million flowers, plants, vegetables, and herbs annually.

www.natbeauty.com/

VeriFlora is administered by **Scientific Certification Systems**, a global third-party leader in environmental, sustainability, and agricultural product quality certification. For twenty-five years, Scientific Certification Systems has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability, and product performance.

www.SCScertified.com, www.VeriFlora.com