

For Immediate Release

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Certified Sustainably Grown Flowers Featured at Spring Tulip Fest *Willamette Valley's Iverson Family Farms Earns VeriFlora® Certification*

Emeryville, CA – There's more than meets the eye at this year's Spring Tulip Fest in the Willamette Valley. Not only are the Iverson Family Farms' tulips visually stunning, but they are now certified as sustainably grown under the VeriFlora® program. The VeriFlora® label was issued by Scientific Certification Systems (SCS), an independent standards developer and certifier of environmental, sustainability, and product quality achievements.

In order to qualify for certification, Iverson Family Farms was required to demonstrate that it meets rigorous standards of environmental sustainability, social responsibility and product quality. The certification covers 40 acres of field tulips, 50 acres of daffodils and 2 million stems of greenhouse tulips at the Iverson's' Wooden Shoe Tulip Farm in Woodburn, 45 minutes from Portland.

According to Barb Iverson, the Iverson family sought independent certification as a way of having its sustainability practices independently recognized, and as an opportunity to learn more about and implement additional sustainability steps. "The certification reinforced the work we had already done, and gave us guidance to make our farming operations even better," she said. "The process provided valuable focus, and I believe it will help our business."



Wooden Shoe Tulip Farm

Among the practices recognized by SCS were steps that the Iverson family has taken to protect the quality of their flowers during shipment to prevent them from heating up and wilting during shipment. "Our retailer customers and consumers have appreciated the end result at the marketplace", said Iverson.

Iverson Family Farms has also focused on practices that support its workforce. For instance, its investment in greenhouses to extend the growing season through the winter months, and willingness to utilize manual labor in lieu of some automated systems, has provided workers with year round employment.



The family is equally committed to being a good neighbor in the community. For example, this year marks the 23rd annual Spring Tulip Festival, where members of the community gather to celebrate flowers, and enjoy food and activities. As Barbara Iverson points out, “the festival creates beautiful memories for our neighbors and visitors.”

Certification also requires demonstrated practices that reduce risk from agrochemicals, careful soil building practices intended to support a healthy agroecology, protection of water resources, energy efficiency measures, and wildlife protections.

More than 750 million stems of cut flowers have been VeriFlora® Certified Sustainably Grown by SCS since the program was launched in 2005. VeriFlora® certification has gained widespread recognition, first in the cut flower sector, and more recently, in the potted plant and bedding plant sector. Linda Brown, Executive Vice President of SCS, noted, “We are delighted to add Iverson Family Farms to the growing list of farms, wholesalers, and distributors who have demonstrated their commitment to making sustainability a reality”.

More information about VeriFlora® is available at www.veriflora.org and at www.scscertified.com.

About the Iverson Family Farms

The Iverson family began growing tulips in 1974, and started the Wooden Shoe Tulip Farm in 1983. From just a few trays of unidentified bulbs, the Iversons have grown their operation to provide quality cut tulips available December -May. More about the Wooden Shoe Tulip Farm, and about tulips, daffodils and other bulbs is found at www.woodenshoe.com or by calling 1-800-711-2006.

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.