



MEDIA RELEASE

ROCKET FARMS RECOGNIZED WITH VERIFLORA CERTIFICATION

Certification Shows Ongoing Commitment to Environmental Responsibility and Sustainability

October 6th, 2010 (Salinas, CA): Rocket Farms, the fourth largest greenhouse grower in the country, announced that it has met the stringent requirements to earn VeriFlora Certification for agricultural sustainability. Recognized as the gold-standard in the floriculture and horticulture industries, VeriFlora certification requires growers to meet high standards in environmental sustainability including sustainable crop production, water conservation, energy efficiency, ecosystem protection, and integrated waste management. The certification also addresses social sustainability, ensuring fair labor practices and a safe, equitable and healthy work environment.

VeriFlora certification is conducted by Scientific Certification Systems (SCS), a global third-party certifier of environmental, sustainability and agricultural product quality claims with no vested interest in the companies it evaluates. This independent certification process involves detailed on-site inspections, document audits, in-depth interviews, and annual follow-up.

"The VeriFlora Certified Sustainably Grown label guarantees that flowers and potted plants have been produced with high quality standards in an environmentally and socially responsible manner," said John Dodson, Managing Director of Food and Agriculture at SCS. "Rocket Farms, like all VeriFlora Certified Growers, has shown a strong commitment to delivering superior products that retailers can feel good about carrying and consumers can feel good about purchasing."

"Rocket Farms views sustainability as a process rather than as a single event," said Marc Clark, EVP of Rocket Farms. "Every well run company that takes Corporate Social Responsibility seriously must at its core be committed to operating in a sustainable manner, and VeriFlora certification is an integral part of that. The certification process has helped us see all the things we were already doing right and then raise the bar for everything else."

As part of their commitment to sustainability, Rocket Farms goes beyond just recycling, finding creative ways to reuse leftover materials such as rebuilding greenhouses and constructing rolling benches. They are also in the process of retrofitting all their greenhouse space to bottom heat, conserving an estimated additional 10-20% of energy per year.

About Rocket Farms:

Rocket Farms is a California nursery company with over 25 years of history in the Salinas Valley and California. Rocket Farms is the fourth largest greenhouse grower in the country with over 5.5 million square feet of greenhouse space, distributed over nine growing facilities throughout California. In addition to being one of the largest poinsettia and orchid

growers in the country, Rocket Farms grows living, organic herbs and vegetables, Calla Lilies and specialty crops. Rocket Farms travels the globe to keep pace with rapidly changing consumer trends, design, and technological innovations. As part of the company's dedication to its Code of Sustainability and finding solutions for long-term sustainable markets, Rocket Farms has pioneered the shipping of orchids by ocean container and is leading the way in organic production and food safety protocol. For more information on Rocket Farms, visit www.RocketFarms.com.

About VeriFlora:

VeriFlora is an agricultural sustainability certification and eco-labeling program of Scientific Certification Systems (SCS), a global leader in third-party auditing, certification and standards development. VeriFlora is recognized as the gold-standard in the floriculture and horticulture industries. To learn more, visit www.veriflora.com or www.scs-certified.com.

For more information please contact:

Leslie Ruble
Marketing and PR Manager
Rocket Farms
leslie.ruble@gmail.com
831.331.1501