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FOR IMMEDIATE RELEASE

SHOPKO ANNOUNCES PARTICIPATION IN THE VERIFLORA PREFERRED RETAILER PROGRAM

Company to promote Veriflora Certified Sustainably Grown Ornamentals this Spring

April 22, 2011 - Emeryville, CA – Just in time for the spring 2011 gardening season, Shopko has announced that it has become a Veriflora Preferred Retailer and will offer consumers Veriflora certified sustainably grown annuals, perennials and vegetable plants. Shopko is the first multi-state retailer in North America to earn the distinction of Veriflora Preferred Retailer.



Participation in the Veriflora program demonstrates Shopko's commitment to providing their customers with quality garden plants that have been produced in an environmentally friendly and socially conscientious manner. Veriflora Preferred Retailers support growers who have made efforts to produce flowers and plants in a sustainable manner.

Veriflora is an agricultural sustainability certification and eco-labeling program recognized as the gold-standard in the floriculture and horticulture industries. The program is administered by Scientific Certification Systems and is accredited under ISO/IEC Guide 65.

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. In addition, certified growers must have a strong track record in providing a safe and healthy work environment and being a good neighbor in their communities.

The Veriflora Preferred Retailer Program is available to retailers who are interested in promoting Veriflora certified sustainably produced garden plants, cut flowers and potted plants to eco conscientious consumers. Individual store locations participating in the Veriflora Preferred Retailer Program are listed on the Veriflora web site.

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Scientific Certification Systems (SCS) has been providing global leadership in third-party sustainability and [environmental certification](#), auditing, testing and standards development for more than 25 years. SCS programs span a wide range of industries including green building, product manufacturing, food and agriculture, forestry, retailing and more.

Shopko is retailer of quality goods and services headquartered in Green Bay, Wis., with stores located in 13 states throughout the Midwest, Mountain and Pacific Northwest regions. For more information, please visit www.shopko.com