



## Contact

Jennifer Watters  
+1.510.452.8054  
[jwatters@scscertified.com](mailto:jwatters@scscertified.com)

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## VERIFLORA CERTIFICATION EXPANDS TO INCLUDE PEAT MOSS

### Peatland Managers Can Now Earn Leading Certification

**June 10, 2011 - Emeryville, CA** –Scientific Certification Systems (SCS) is pleased to announce the expansion of its Veriflora eco-labeling program for the certification of plants and cut flowers now includes peat moss.

“Horticultural peat moss is an extremely important planting media for retail customers and professionals in the horticultural industry that produce starter or containerized finished plants,” said Dr. Michael Keyes, who headed up the peat moss standard development process for SCS. “Veriflora certification for responsible management of peatlands will help ensure peat moss customers that this valuable resource is being preserved for future generations.”



After several months of engaging key stakeholders through public consultations, SCS developed a comprehensive set of criteria that require Veriflora certified peat moss producers and handlers to manage all of their operations in an environmentally responsible manner. The certification criteria, based in part on the ISO 9001 (quality management systems) and ISO 14001 (environmental management systems) standards, address key environmental protection, social responsibility, and product quality issues.

Fafard et Frères Litée. of Québec, Canada was among an initial group of leading peatland managers to receive this certification. Martin Fafard, the company’s CEO, said, “We are particularly proud to receive this certification, as it represents the sum of our work as a team and of the efforts put by every one of us. It’s a nice recognition of our company’s culture and values.” In addition to Fafard et Frères, Premier Tech Horticulture Ltd. and Berger Peat Moss Ltd./Les Tourbières Berger Litée. have also earned Veriflora certification for their peat moss products.

The Veriflora program was developed by Scientific Certification Systems (SCS) in 2004, and is accredited under ISO/IEC Guide 65. More than 200 million plants and 1.1 billion cut flowers have been certified under the program.

**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. <http://www.scscertified.com>

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