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## FOR IMMEDIATE RELEASE

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# More Than One Billion Flower Stems Certified as Sustainably Grown by VeriFlora®

*Eco-Labeling and Certification Program Achieves ANSI Accreditation*

**June 10, 2009 –Atlanta, GA** –VeriFlora® is pleased to announce at this year’s Super Floral Show in Atlanta that it has certified more than one billion flower stems as being “sustainably grown.”

Veriflora is also pleased to announce the certification program has achieved ISO/IEC Guide 65 accreditation after passing a rigorous audit by the American National Standards Institute (ANSI).

“These are important milestones for VeriFlora,” says SCS Certification Manager for Sustainable Agriculture, Dr. Michael Keyes. “The certification of the one billionth stem demonstrates the growing demand for sustainably grown cut flowers and potted plants, and the ANSI accreditation reinforces our ability to provide high-quality certification services.”



VeriFlora is displaying a wide assortment of sustainably grown flowers and plants from a dozen certified growers at Super Floral (Booth 910). Several more VeriFlora certified companies will also be at the show and hosting their own booths.

The VeriFlora program is a rigorous agricultural sustainability certification and eco-labeling program recognized as the gold standard in the floriculture and horticulture industries. To become certified under VeriFlora, growers, handlers and others implement cultivation protocols and other systems that help:

- Protect ecosystems
- Enhance product beauty and longevity
- Conserve natural resources
- Reduce waste
- Ensure the well-being of workers
- Benefit local communities

Launched in 2005, the VeriFlora Certified Sustainably Grown program has grown to include more than 50 growers and handlers doing business in five countries, including many of the largest and most sophisticated farms in North and South America. Certified VeriFlora fresh cut flowers and potted plants can be found in leading retailers, grocery stores, nurseries and garden centers across the U.S. and Canada. VeriFlora® is administered by Scientific Certification

Systems, an internationally recognized third-party certifier of environmental, health and safety claims.

To learn more about VeriFlora, please visit [www.VeriFlora.com](http://www.VeriFlora.com).

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**Scientific Certification Systems (SCS)** is an independent certifier of environmental, health and safety claims. For more than 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. SCS programs recognize accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, consumer and business products and corporate social responsibility. For more information, please visit [www.SCScertified.com](http://www.SCScertified.com) and [www.VeriFlora.org](http://www.VeriFlora.org).

**The American National Standards Institute (ANSI)** is a private non-profit organization whose mission is to enhance U.S. global competitiveness and the American quality of life by promoting, facilitating and safeguarding the integrity of the voluntary standardization and conformity assessment system. Its membership is comprised of businesses, professional societies and trade associations, standards developers, government agencies and consumer and labor organizations. ANSI represents the diverse interests of more than 125,000 companies and organizations and 3.5 million professionals worldwide.