



For Immediate Release

October 27, 2009

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For more information on SCS (Scientific Certification Systems) or the VeriFlora label contact:

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Local Nursery Puts People and Planet First

F & B Farms and Nursery Earns Veriflora® Certification

Woodburn, OR — F & B Farms and Nursery is putting people and care for the environment on the front burner. Efforts to create a sustainable business has earned them Veriflora's Sustainably Grown Certification. The VeriFlora® program provides stringent sustainability performance standards for growers addressing environmental accountability, the health and well-being of workers, their families and communities, and product quality. "Today's consumer is looking for that extra value. They want to know that their purchases are not having a negative impact on the environment," says Leigh Geschwill, wholesale manager. "VeriFlora® provides us an independent, third party certification that consumers can believe in."

The Veriflora® certification requires employers to meet high standards regarding worker safety, workplace conditions, and community involvement. "Providing our community with decent jobs — where people aren't putting themselves or their families at risk, and giving people an opportunity to grow and progress personally and professionally is important to us," says Leigh. "We feel it is our responsibility to be active in the community and support local schools and businesses," adds Fred Geschwill, owner.



The VeriFlora® label also requires its growers, including F & B Farms and Nursery, to meet stringent guidelines regarding chemical use at their facilities. The environmental impact of the entire operation is also evaluated including resource conservation and energy efficiency, ecosystem protection and integrated waste management. Head Grower Jon Venzke has improved F & B's IPM (Integrated Pest Management) Program. IPM looks at reducing chemical use with beneficial insects and natural biological controls. The goal is to maintain a high quality product for the consumer, while reducing chemical use in the greenhouse.

Consumers can find F & B products at local independent Garden Centers throughout the Northwest. They grow a wide selection of Bedding Plants, Vegetables, Perennials and Hanging Baskets.



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About F & B Farms and Nursery was started by brothers Fred & Bill Geschwill. Together they have raised a variety of crops in the Willamette Valley for over 15 years. Their family has farmed in Oregon for over 70 years. In 1998, Fred & Bill expanded into the Nursery business – offering a selection of spring annuals and hanging baskets to customers off the street. Today, F & B Nursery is a year round wholesale nursery – supplying Northwest independent garden centers, florists and nurseries. Currently F & B operates four acres of greenhouse production, in addition to outdoor perennial production.

F & B Farms strives to provide consumers with high quality plant material that will insure success in their own gardens. We believe that plants enhance and nourish people's lives.

About Scientific Certification Systems (SCS) and VeriFlora 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. There are more than one billion flower stems certified “sustainably grown” under the VeriFlora label. For more information: www.SCScertified.com and www.VeriFlora.com