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Green Valley Floral Certified VeriFlora® “Sustainably Grown”

Salinas Family Farm Finds Efficiencies Improve With Sustainability Achievement

August 31, 2009 – Emeryville, CA – Green Valley Floral, Inc. wholesale nursery has achieved VeriFlora certification, the sustainability benchmark for potted plants and cut flowers sold in North America. The family owned business in the Salinas Valley of California includes over 16 acres of greenhouses in two locations and specializes in hydroponic roses, gerberas and lilies.

“We had heard that VeriFlora is a respected brand and a good marketing tool, but the certification process is proving to benefit more areas of business,” says Janet Louie, sales and marketing manager. “Awareness of the issues around quality and the environment has increased, and now employees feel more responsibility, which has led to improved efficiencies and quality,” she added.

In order to qualify for certification, Green Valley Floral was required to demonstrate that it meets rigorous standards that help:

- Protect ecosystems • Enhance product quality and longevity • Conserve natural resources
- Reduce waste • Ensure the well-being of workers

Dr. Michael Keyes, Certification Manager at SCS, noted “We are delighted to add Green Valley Floral to the growing list of farms who have demonstrated their commitment to making sustainability a reality”. The VeriFlora program has gained widespread recognition in the cut flower, potted plant and material input sector with more than 1 billion stems of cut flowers certified by SCS since the program was launched in 2005.

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Green Valley Floral, Inc. nursery produces 110 varieties of award winning roses, 120 varieties of award winning hydroponic gerberas and 30 varieties of Asiatic and Oriental lilies in over 625,000 square feet of greenhouse space in the Salinas Valley in Central California. The company incorporated in 1973 and since 1989 Curtis Louie, General Manager and Janet Louie, Sales Manager have run the day-to-day operations.
For more information: www.greenvalleyfloral.com (800) 228-1255 Email: sales@greenvalleyfloral.com

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. 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