

VERIFLORA®

The Leading Sustainability Certification for Cut Flowers and Potted Plants



VERIFLORA®
Certified Sustainably Grown

What is VeriFlora?

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 (SCS), a global third-party certifier of environmental, sustainability and agricultural product quality claims. VeriFlora/SCS is accredited under ISO/IEC Guide 65, the international standard for third-party product certifiers.

VeriFlora:

- Delivers tangible results that benefit growers, workers, consumers, the environment and the bottom-line
- Meets the growing consumer demand for sustainably grown cut flowers and potted plants
- Helps assure product quality and longevity

Benefits of Certification

VeriFlora certification is helping many program participants:

- Build brand value for their products
- Boost market share by delivering the sustainable choice consumers are seeking
- Create a healthier environment through reduced chemical risks
- Reduce energy, water and packaging costs
- Increase worker productivity, teamwork and satisfaction
- Improve relationships with the community
- Enhance product quality



Fundamentals of Certification

Sustainable Crop Production – Control pests and diseases with the least environmental impact. Build soil fertility to support a healthy agro-ecosystem.

Ecosystem Protection – Protect streams, rivers, riparian zones, wetlands and wildlife habitat. Prevent soil erosion and contamination. Capture and store carbon.

Resource Conservation and Energy Efficiency – Conserve natural resources through efficient water use, energy saving initiatives, greenhouse gas reduction efforts and minimized product packaging.

Integrated Waste Management – Provide safe storage, handling and disposal of chemicals. Reduce waste through recycling. Encourage composting.

Fair Labor Practices – Ensure a safe, equitable and healthy work environment. Provide employees access to key services.

Community Benefits – Support local communities through preferential purchasing, hiring, infrastructure improvements and collaborative problem-solving.

Product Quality and Safety – Implement quality control systems, such as cold chain management and product tracking procedures, to ensure proper handling from the farm to the consumer.

www.VeriFlora.com

For information about becoming certified or locating certified products, please contact:

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Who Should Go with VeriFlora?

Growers – Growers are certified for their outstanding achievements in implementing best-practice growing procedures, protecting the environment, respecting the rights of workers, working with communities and ensuring that the highest quality products are delivered to consumers.

Handlers – Distributors, importers, brokers and other handlers ensure that traceability mechanisms are in place, flowers are stored and transported under proper temperature conditions, plant health and hygiene are protected and quality is given top-priority.

Retailers – Florists, garden centers, supermarkets, hotels, resorts, online retailers, event planners and others whose customers increasingly desire sustainably grown flowers and plants can seek certification to demonstrate their commitment to sustainability, integrity and product quality.

VeriFlora Certified Companies

This year, over one billion stems of cut flowers and 250 million certified potted plants will be available. Our certified handlers include:

Ascus Nursery	Iverson Family Farms
B and H Flowers	Kendall Farms
Ball Tagawa Growers	Kerry's Nursery
Bellaflor Group	LatinFlor
Bell Nursery	Latitude 0
Boutique Flowers	Matsui Nursery
California Pajarosa	Mercer Botanicals
Delray Plants	Metrolina Greenhouses
Denmar	Neal Mast & Son Greenhouses
Dickman Farms	Nevado Ecuador
Dos Gringos	Ocean View Flowers
Ecoroses	Organic Bouquet
Ecuadorian Flower	Flores Ipanema
Elite Flower	Resendiz Brothers Protea Growers
Esmeralda Farms	RosaPrima
Esprit Miami	Sande Ecuador
Expo Flora	Savoir Fleur
Farmers' West	Sierra Flower Trading
Floral Plant Growers	Sun Valley Group
Florecal	SunRite Farms
Flores Colon	Tagawa Gardens
Flower Village	Tagawa Greenhouse Enterprises
Fresh Blooms	Trinity Farms
Gemini Floral Partners	Valleflor
Gypso	Van Wingerden Greenhouses
Hosa	Yamaflor

