

Sustainability Practices in Floriculture

*VeriFlora Certification & Communicating with the
Sustainably-Driven Consumer*

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VeriFlora Sustainability in Action

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B & H Flowers



Agenda

- Overview of VeriFlora Certification Program
- VeriFlora in Action at B & H Flowers
- Reaching the Sustainably-Driven Consumer
- VeriFlora in the Marketplace With B & H Flowers
- Minimizing Water Quality Impacts at Nurseries

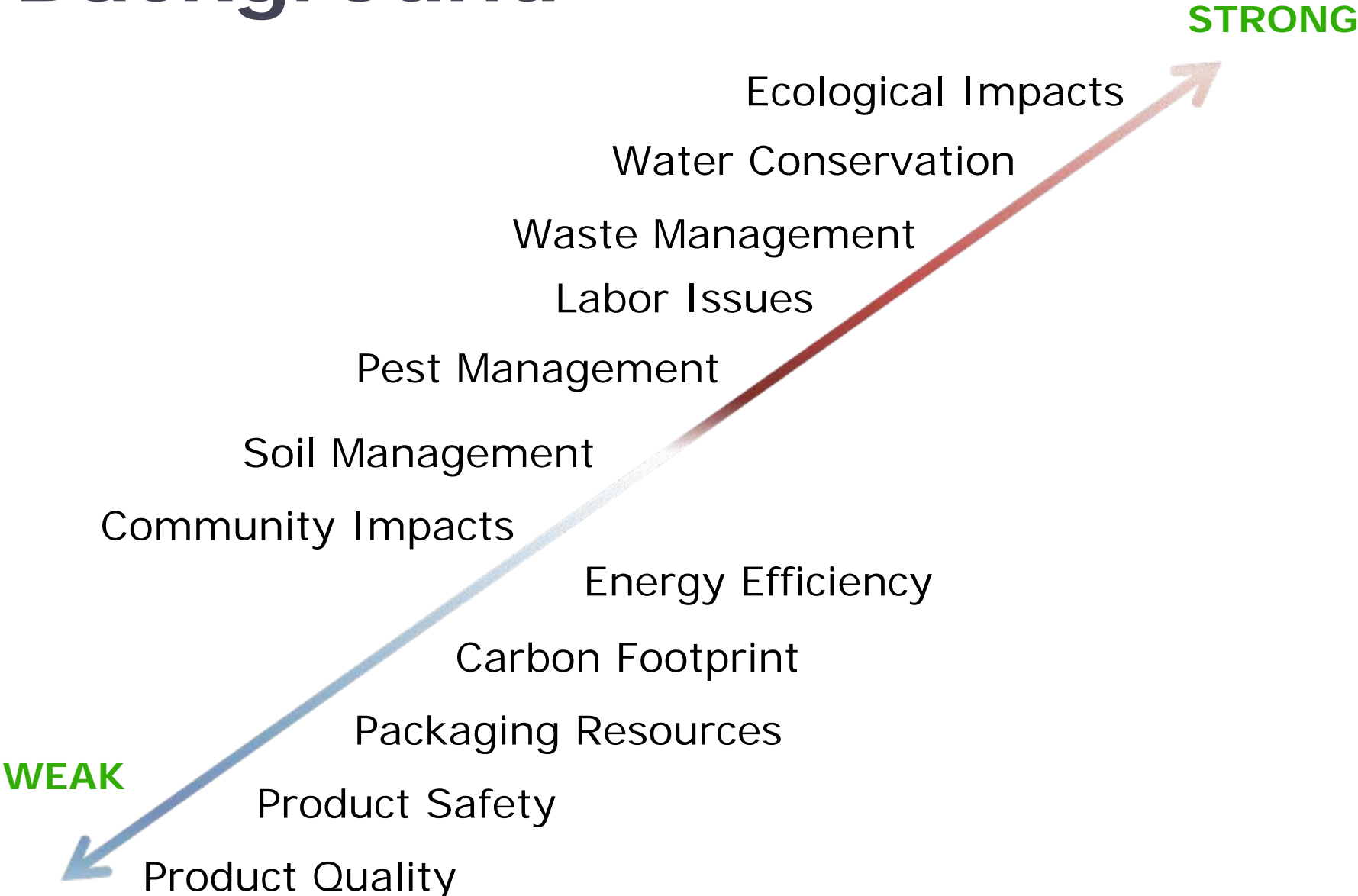
What is VeriFlora?

What Is VeriFlora?

You get the beauty you expect in a flower or plant plus a guarantee that you are protecting the environment and supporting fair labor.



Background



STRONG

Ecological Impacts

Water Conservation

Waste Management

Labor Issues

Pest Management

Soil Management

Community Impacts

Energy Efficiency

Carbon Footprint

Packaging Resources

Product Safety

Product Quality

WEAK

Scientific Certification Systems



- Standards development and third-party certification, auditing and testing services for environmental, sustainability and product quality claims.
- Life-cycle assessment
- Services related to:

Agricultural Production

Food Processing / Handling

Forestry

Fisheries

Coffee

Floriculture

Energy

Building Products

Retail

First Party:

Producer claim

Second Party –

Trade Association claim

Third Party –

Neutral, no vested interest

What is the VeriFlora Standard?

The VeriFlora Certification Program

Mission – Provide growers and handlers with a practical, incremental roadmap for improvement in quality management, environmental sustainability, and social responsibility.

Approach – Provide credible, true third-party certification to assure retail buyers and consumers that environmental, social and quality aspects of production and handling in plants and cut flowers conform to the highest standards of excellence.

Scope – Cut flowers, potted plants (e.g., holiday, promotional, garden and bedding, bulb crops, herbs, mixed containers), shrubs and trees (including Christmas trees).
Affiliate recognition for compatible input products.

8 Elements of Sustainability



Environment

Sustainable Crop Production
Resource Conservation & Energy Efficiency
Ecosystem Protection
Integrated Waste Management



People

Fair Labor Practices
Community Benefits



Quality

Product Quality
Product Safety

Environmental Performance

- Eliminates WHO 1a and 1b agrochemicals, and guides producers in a systematic review of agrochemical usage, taking into consideration chemical risks, pesticide rotation strategies, availability of alternatives, risk mitigation.
- Establishes a reasonable path for transition to lowest risk practices AND puts growers on a path to organic.
- Encourages practices that support a healthy agroecology.
- Drives greenhouse gas reductions through careful soil management and fertilization practices, energy efficiency in operations, and reduced fuel consumption where possible in transport.
- Recognizes grower and handler efforts to conserve water resources and protect water quality, reduce packaging waste, and ensure careful waste management.

Social Performance

Complies with international, national, and locally recognized labor and community standards:

- Health and safety
- Wages
- Hiring practices & discrimination
- Prevention of harassment & physical abuse
- Prevention of child labor and forced labor
- Worker training
- Living conditions
- Community engagement on local issues
- Economic viability

Quality Performance

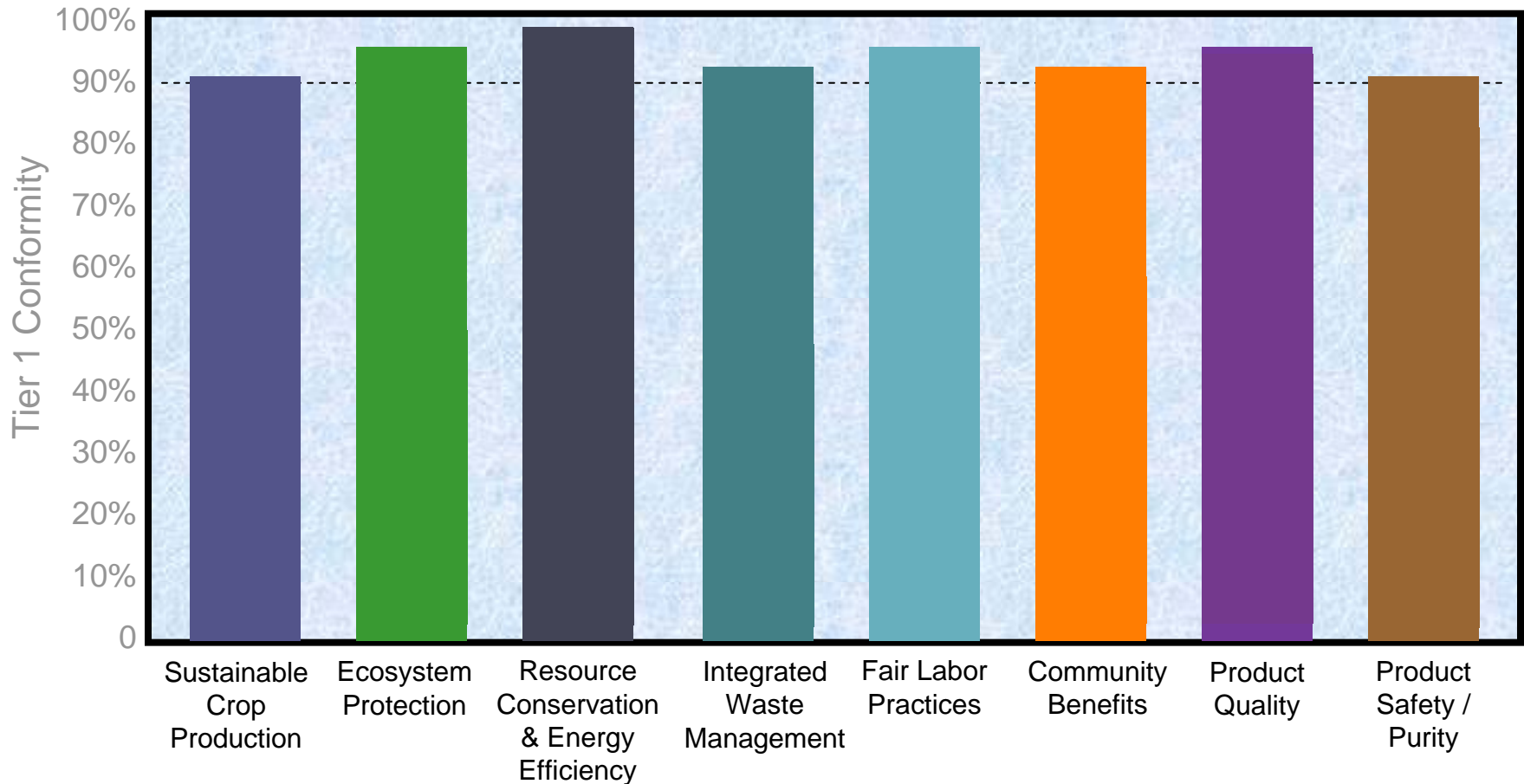
Rewards practices that contribute to product quality:

- Plant health
- Temperature and humidity management
- Culling and repotting
- Tracking customer credits
- Traceability
- Quality monitoring

Who Can Apply?

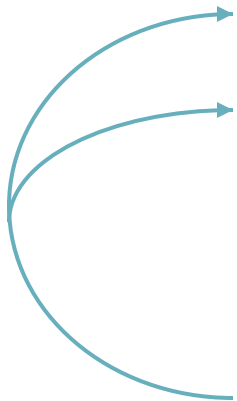
- ❑ Growers and handlers of all sizes
- ❑ From all countries - USA and abroad
- ❑ Growers using different production methods
- ❑ Applicable to entire supply chain

An Incremental Path Toward Sustainability



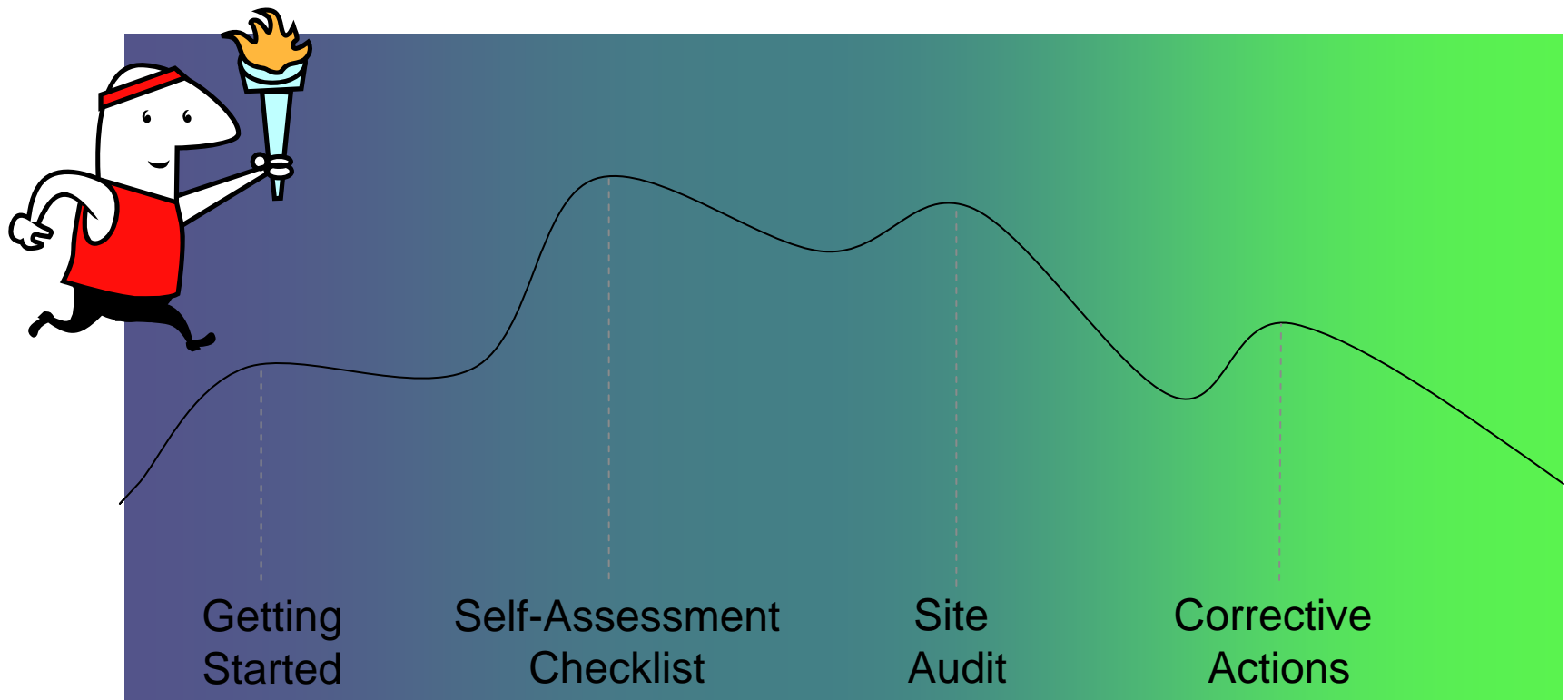
Typical Certification Steps

- Identify internal sustainability team (production management, facilities, HR)
- Evaluate current performance levels under each element
- Establish goals and timelines, identifying immediate, near-term, and longer term objectives
- Prepare written documentation (Sustainable Management Plan)
- Undertake improvements on gradual, practical basis — module by module — starting with “low hanging fruit”
- Implement monitoring and measurement methods/equipment as needed
- Evaluate success toward goals



Iterative

How Long Does It Take?



Typical Certification Timeframe: 90-120 days

Certification Contact Info

General Info

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Certification Associate

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Technical Questions

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Certification Operations Manager

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The Gold Standard

Attribute	Benefit
North America's standard	Addresses the needs of the No. American consumer; allows retailers to unify labeling regardless of product origin
For both cut flowers and nursery plants	Allows retailers to unify labeling across product categories; over 1000 products are certified
For growers and handlers	Unifies supply chain members with a shared goal of meeting consumer needs
Includes product quality	Will contribute to flower sales because it advances vase life
Most rigorous standard	Puts you and retailer beyond green-washing reproach
Most comprehensive standard	Aligns you with gold standard
Backed by third party	Gives maximum credibility to public claim
Provides a path to organic, if interested	Allows you and your customers to expand organic offerings

State of VeriFlora



- ❑ 760 million stems certified
- ❑ 250 million stems in the pipeline
- ❑ 275 million potted plants, bedding plants, starters and plugs
- ❑ 60 growing operations in 3 countries
- ❑ 6 wholesalers
- ❑ 1 online retailer
- ❑ Labeled product in major mass markets
- ❑ Over 125 different flower types (hundreds of different varieties)
- ❑ Over 500 different plant types (thousands of different varieties)

California Growers



Resendiz Brothers
Protea Growers LLC



ORGANIC BOUQUET



A Tradition In Growing
California's Best Flowers



"FROM OUR FIELDS TO YOUR MARKETS"



Ball-Tagawa

VeriFlora in Action at B & H Flowers







Gerbera Greenhouse



Leaf Minor



Beneficial Insects





Supporting a Healthy Agroecology



Eco-habitat Restoration



Water Retention Pond





Soccer Game



Cold Chain Management



**Immediate
Hydration**

**What is Your Unique
Sustainability Story?**

Telling Your Story

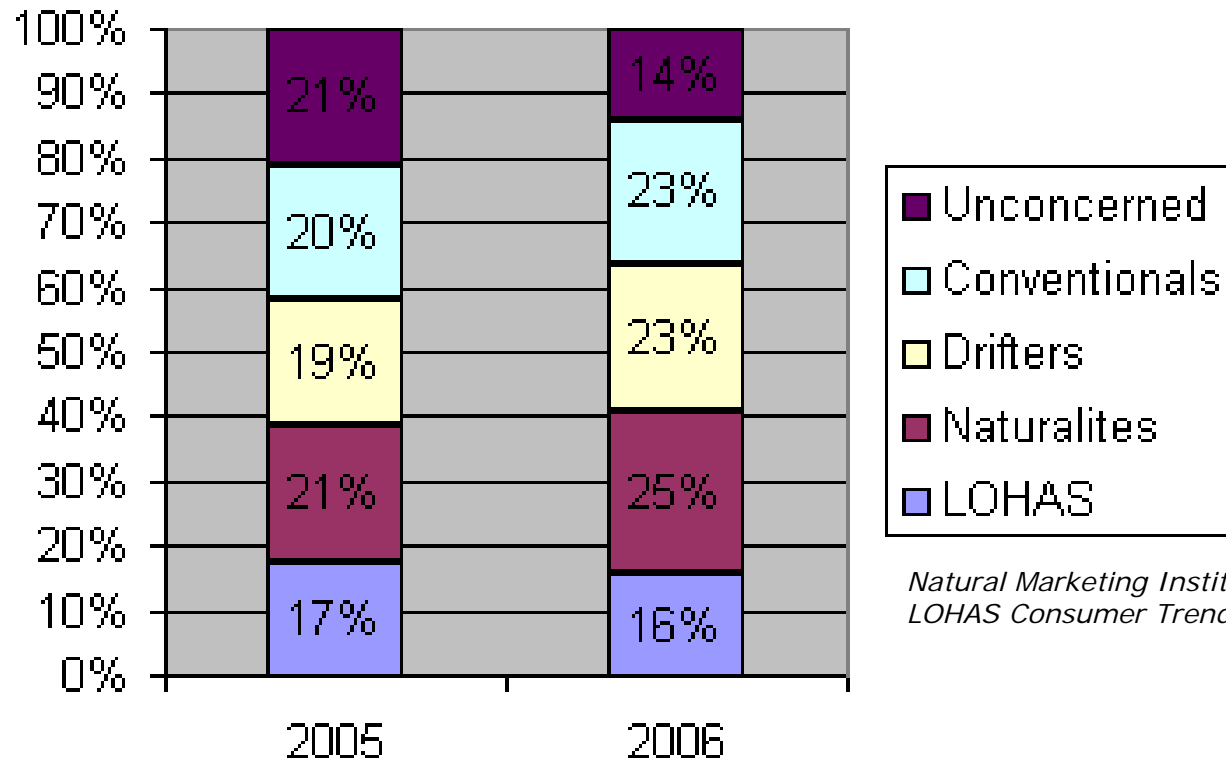
- ❑ What are your environmental practices?
- ❑ What is your unique social responsibility story?
- ❑ What are you doing to advance product quality?
- ❑ To what standard have you benchmarked your practices?
- ❑ Can you back it up with independent third party certification?

Who is the Sustainably Driven Consumer?



Market Segments

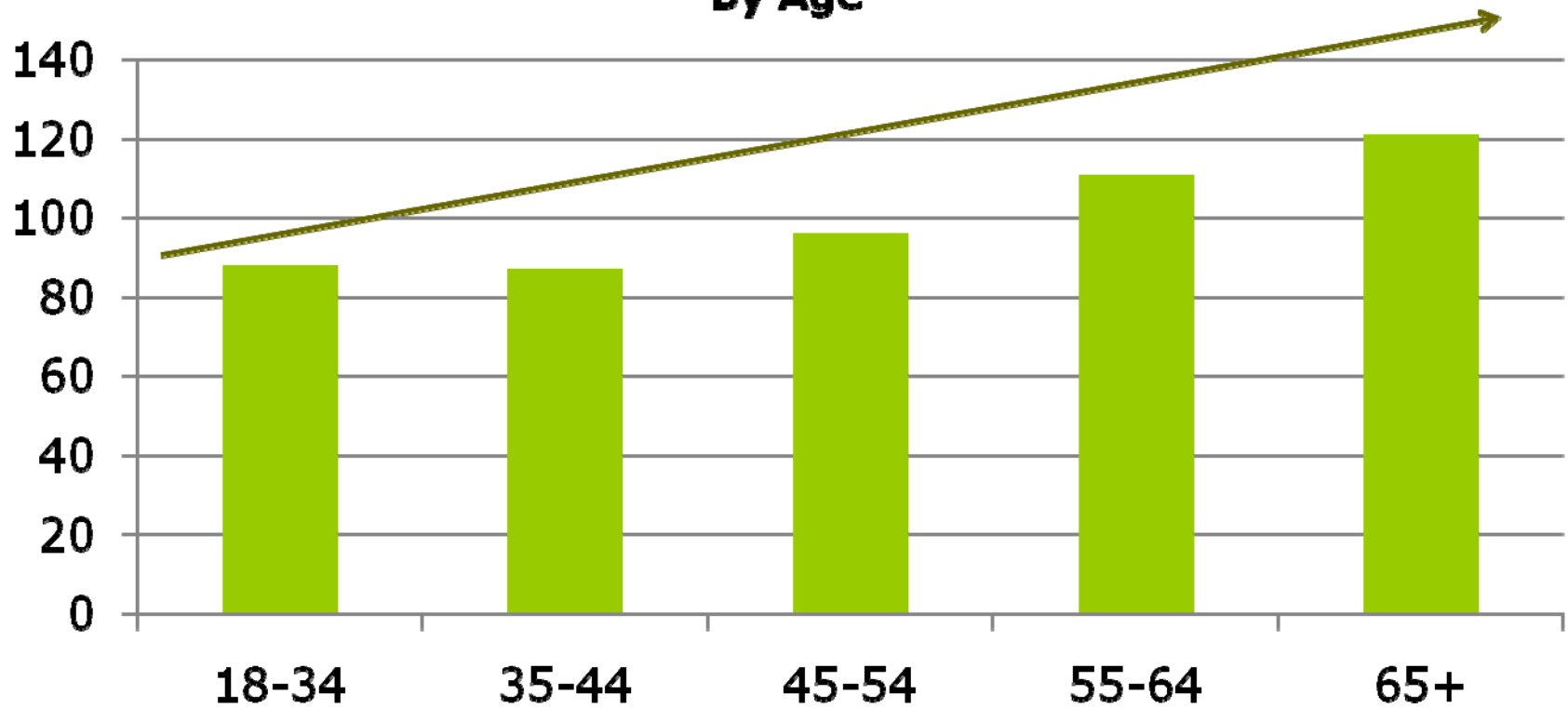
Trends in Segmentation Size



*Natural Marketing Institute,
LOHAS Consumer Trends Database™*

Age

**Sustainability Driven Consumers
Shopper Index vs. Total Panel (100=Average)
By Age**



Attitudes



Gender

- Women look for relationships
- Women value ideas, experiences, feelings

Place of Shopping



- ❑ Grocery Stores
- ❑ Super Centers
- ❑ Drug Stores
- ❑ Retail Florists

Attitudes on Sustainability

- 23% of the US population has a “profound sense of environmental and social responsibility.”
- 38% of the US population shows “moderate concern for environmental and social responsibility.”
- Most consumers (93%) operate in everyday life with varying degrees of what we have come to think of as “sustainability consciousness.”

Resources: The Natural Marketing Institute (2005) and Hartman Group, (2007)

Retailers & Sustainability

- 85% of U.S. consumer business companies have active sustainability initiatives
- 83% of the largest 100 retailers are involved in green practices and 62 of those have increased their green investments during the past two years.

Resources: Grocery Marketing Association, Retail Compass Survey



Section Summary

- ❑ A cultural shift is taking place in consumer awareness, acceptance and practices that relate to sustainability.
- ❑ More and more consumers want to know the story behind the product.
- ❑ Baby boomers still lead the way, but the younger generations are close behind
- ❑ The sustainably-driven consumer shops everywhere

VeriFlora in the Marketplace with B & H Flowers





What is the first thing people do when they receive flowers? They bury their noses in the flower for the fragrant sensation they were meant to give. This is especially true with little kids. They usually touch and feel flowers as well.



VERIFLORA

Certified Sustainably Grown





40000-000-000-000

EarthSmart™ TIPS

1. Replace incandescent light bulbs with compact fluorescent bulbs.
2. Don't be a drip! (Stop leaky faucets!)
3. Save 100 million trees a year. Stop junk mail!
4. Don't water your lawn everyday. Test first to see if it needs it.
5. Make sure you're printer paper is 100% recyclable.
6. Wash and refill your water and soda bottles to eliminate plastic waste.
7. Rounding 1.5 miles of driving per week would eliminate up to 300 pounds of CO₂ emissions per year. Do your part.
8. Keep your car tuned and tires fully inflated.
9. Give an earth-friendly gift, like an EarthSmart bouquet!
10. Buy Veriflora certified flowers whenever possible.

B&H Reduce, Reuse, Recycle
Produced by B & H Flowers, in partnership with Green Global, Inc.

VERIFLORA
Certified Sustainable Choice

Green Leaf

CSMA

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The VeriFlora Guarantee



Flowers and plants carrying the VeriFlora seal bring consumers the beauty they expect in a flower plus a guarantee that they are protecting the environment and supporting fair labor.

Harnessing the Power of Your Certification

Tell and Show Your Sustainability Story



Position Yourself as a Resource

- ❑ Educate your customer about sustainability and “what’s in it for me.”
- ❑ Supply your customers with information and data on reaching the sustainably-driven consumer.
- ❑ Co-develop marketing and merchandising materials.
- ❑ Connect your certification story to your customer’s.

Be a “Going Green” Coach

- ❑ Label product that is VeriFlora Certified Sustainably Grown.
- ❑ Identify which items you want to include in a pilot.
- ❑ Work with your certifier or other members of the supply chain to design a retail/mass market program that’s right for your customer.
- ❑ Train floral team as appropriate.
- ❑ Implement pilot program.
- ❑ Track success.
- ❑ Refine as needed and expand as appropriate.

Take Advantage of Certification Marketing Support

- ❑ Training on how to Harness the Power of your Certification
- ❑ Introduction to VeriFlora merchandising materials
- ❑ Talking points
- ❑ E-Newsletter
- ❑ Support writing your sustainability profile
- ❑ Trade show support
- ❑ Access to leads
- ❑ Presentations on reaching the sustainably-driven consumer