

Peace of mind

Florverde Sustainable Flowers, FSF

a welcome assurance for the planet
and its people!



Sustainable Labor Practices



Nurturing Landscaping & Biodiversity



Safe Crop-protection Inputs



Efficient Water Management



Proper Post-Harvest Handling



Correct Waste Management



Efficient Energy Usage



Diligent Carbon-footprint Reduction

Active-ingredient Chemical Pesticides per Ha, per Flower Type

Water Collection Initiatives: Fresh/Ground Water, Rainfall & Use/Ha

Carbon Footprint Initiatives: Solar energy, Reforestation, Natural Refrigerants

Auditing Occupational Accidents, Severity, Absenteeism

Direct / Indirect Carbon-footprint Emissions: Facilities, Processes

Conventional / Hazardous Residue Management

Economic Impact Gauging



FLORVERDE
SUSTAINABLE
FLOWERS



ABOUT FSF

Florverde® Sustainable Flowers, FSF, certifies companies dedicated to responsible floriculture and stand up for environmental conservation and labor rights.

The FSF Mission: promote sustainable flowers for inclusive well-being and peace of mind grounded in the FSF pledge to care for the planet and its people.

FSF's impact is undeniable: its guarantee gives rise to exquisite socio-environmentally grown bouquets that convey a sense of well-being and satisfy buyer-awareness. It's the go-to-certification for Colombian and Ecuadorian growers.

FSF—the global flower-industry standard.



FLORVERDE
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Our Milestones

1996 Flower-sector Code of Conduct established and overseen by the Association of Colombian Flower Exporters, Asocolflores.

2008 Florverde became a 3rd-party certification, based on ISO 17065

2012 Florverde became 'Florverde Sustainable Flowers'

2023 119 FSF certified farms worldwide



4,371 Certified Ha (10,801 ac.)

45,723 Annual Certified-farmhand Benefits

120 Certified Farms: Colombia, Ecuador

50% of FSF-farm Water is Rainfall

2.1 billion Billion Certified Stems: Colombia, Ecuador

250 FS Academy-Trained Technicians: Socio-Environmental Practices

FSF Sustainability for everyone's well-being!

- An independent socio-environmental floriculture standard:
- Improving flower farmhand standards of living
 - Safeguarding generational flower farming
 - Ensuring year-round affordable high-quality flowers for buyers

OUR STRENGTHS

- 27 YEARS OF EXPERIENCE**
- 0 ADDITIONAL PAYMENTS FOR VOLUMEN-PRODUCTION**
- 3rd PARTY ANAB ACCREDITED**
- GLOBAL-MARKET ACCESS**
- EXCLUSIVE SOCIAL-ENVIRONMENTAL INDICATOR SYSTEM**