Peace of mind
Florverde Sustainable Flowers, FSF

a welcome assurance for the planet and its people!

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.

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Our Milestones

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

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

2012
Florverde became "Floreverde Sustainable Flowers"

2023
119 FSF certified farms worldwide

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

50% of FSF-farm Water is Rainfall

45,723 Annual Certified-farmhand Benefits

2.1 billion Billion Certified Stems: Colombia, Ecuador

250 FS Academy-Trained Technicians: Socio-Environmental Practices

OUR STRENGTHS

1 27 YEARS OF EXPERIENCE
2 0 ADDITIONAL PAYMENTS FOR VOLUMEN-PRODUCTION
3 3rd PARTY ANAB ACCREDITED
4 GLOBAL-MARKET ACCESS
5 EXCLUSIVE SOCIAL-ENVIRONMENTAL INDICATOR SYSTEM

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