

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

4,682 Certified Ha (11,569 ac.)

50,522 Annual Certified-farmhand Benefits

119 Certified Farms: Colombia, Ecuador

50% of FSF-farm Water is Rainfall

2.2 billion Billion Certified Stems: Colombia, Ecuador

285 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**

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
SUSTAINABLE
FLOWERS

Daniela España

Director
Florverde Sustainable Flowers
Carrera 9A #90-53, Bogotá, Colombia
(+57) 317 3647339
daniela.espana@florverde.org
www.florverde.org