



PRESS RELEASE – Honselersdijk, 7 March 2011

New Fair Flowers Fair Plants results in participants & certification partners

Fortunately the market is getting more and more positive again and FFP bears the fruits of this good development. Some new chains (Bellaflora and Florito), producers and wholesalers in various countries have joined recently as FFP participant. In the meantime on the production side FFP works together with 5 certification programmes, equal to the FFP standard. This means an increase of participating producers (and available assortment) at short notice. Due to the economic crisis and a lacking signal of demand from the market unfortunately some growers and traders have left FFP. However more new ones have joined and the overall picture is a growth of FFP participants being positive and active in the market.

New possibilities for consumers in Germany and Austria

Bellaflora, a garden centre chain in Austria with 24 shops, has decided to start with the sales of FFP plants. Within some weeks the consumer in Austria can find the plants in the shops.

The sustainable developments in Germany continue to increase and therefore also the interest in Fair Flowers Fair Plants. The concrete result of this is the registration within FFP of the 43 shops of the German florist chain **Florito**. Since December 2010 the shops are selling FFP roses from Ethiopia. Also garden centre **Dehner** who started with their FFP sales in April 2010, is expanding their offer in the shops with more labelled FFP plants. The plants come from The Netherlands, Germany, Belgium and Denmark. The positive attitude in the sector has been very noticeable at the IPM in Essen as well, which ended in a lot of new and interested contacts for FFP.

More FFP products from growers and via new wholesalers

Besides the earlier cut flower expansion from Italy and Ecuador, FFP has experienced a lot of movement at the German producers market. At the IPM 5 plant growers from the **Gärtnersiedlung** and 3 production sites from **Helix Pflanzen** got their SQ-certification which now allows them to supply under FFP. Also **Bruns Pflanzen Export** is an FFP producer supplying to a number of FFP traders. To link the producers to the points of sale FFP is very happy to have welcomed new wholesalers lately. Among these are **Thomas Fleurs** (with 7 C&C's in France and Spain), **Burger Pflanzen**, **Helix-Pflanzen** and **Gärtnersiedlung Rain** (Germany).

All actual FFP producers and traders are listed on the FFP website.

Certifications meeting the FFP standard

The FFP standard is based on the ICC (the International Code of Conduct) and environmentally equal to MPS-A. Worldwide there are several certification programs focussing on sustainable aspects. Fair Flowers Fair Plants wants to make it possible for producers to serve their customers without too much certifications. Over the past years various certification programs have been compared to the FFP standard and in the meantime accepted as approved certification schemes for FFP participation.

The FFP standard can be fulfilled with one of the following schemes:

MPS Socially Qualified (international), Fiore Giusto (Italy), Kenya Flower Council Silver Code of Practice (Kenya), Forest Garden Products (Sri Lanka) and Control Union Fair Choice (international).

Also 2 other organizations have applied for a benchmark with the FFP standard. Positive developments like these will bring forward a growth in the number of producers participating in FFP. The increasing choice in approved certifications offers every producer the option to meet the FFP standard, enabling him to supply his products under the label of FFP. This growing assortment of FFP cut flowers and plants is awaited eagerly by the international trade.

Note for the Editor:

*More information via Fair Flowers Fair Plants,
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Co-financed with support from the
Horticultural Commodity Board