

Veriflora[®] Sustainably Grown

CERTIFICATION PROGRAM



VERIFLORA[®] PROGRAM

SCSglobal
SERVICES
Setting the standard for sustainability™



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Program Summary

Veriflora® Sustainably Grown is a certification program for sustainable horticulture and floriculture. Producers of cut flowers and potted plants earn the Veriflora® Sustainably Grown label when they meet the highest levels of performance under the three internally recognized pillars of sustainability.

**ENVIRONMENTAL
STEWARDSHIP**



**SOCIAL
RESPONSIBILITY**



**ECONOMIC
STABILITY**



TOP 10

TOP 10 BENEFITS OF VERIFLORA® SUSTAINABLY GROWN CERTIFICATION



- 1** Communicate environmental, social, and quality performance accomplishments
- 2** Meet growing customer and market demands
- 3** Differentiate products from the competition
- 4** Reinforce brand value
- 5** Provide a straightforward claim – Sustainably Grown – to appeal to consumers
- 6** Establish a clear internal path for continuous improvement
- 7** Profit from operational improvements
- 8** Align with international labor best practices
- 9** Reinforce employee morale and reduce turn-over
- 10** Enjoy benefits of recognition regardless of operation size or location

The Kingfisher Certification Label

SCS' trademark Kingfisher certification label signifies that a product has met the rigorous environmental, social, and economic requirements of the Sustainably Grown certification standard. The label is used for on-product, point-of-sale, social media, and other off-product consumer labeling, as well as business-to-business communications.

Consumer research has validated the strong appeal of the SCS Kingfisher certification label and message. The Kingfisher label also extends into many other product categories, earned by major brands as well as small, innovative companies. This gives the SCS Kingfisher brand extended reach well beyond the perishable aisles.



VERIFLORA® PROGRAM

Certified Products

Operations have been certified across the Americas.

- Patio plants
- Fruit trees
- Shrubs
- Vines
- Vegetables
- Herbs
- Roses
- Daisies
- Lilies
- Hydrangeas
- Irises
- Petunias
- Dahlias
- Tulips
- Freesias
- Mums
- Poinsettias
- Greens



Commonly Asked Questions

What does Veriflora® Sustainably Grown certification mean?

Certification is earned by products that meet the highest levels of:

- Environmental Responsibility – Protecting and building soil health, conserving water and energy, reducing climate impacts, properly managing wastes, and supporting healthy ecosystems.
- Social Responsibility – Promoting healthy, equitable workplaces that support farmers, workers, their families and the community.
- Economic Stability – Reinforcing the long-term economic viability of agricultural operations, and achieving levels of quality performance that benefit customers.

What does the Veriflora® Sustainably Grown audit encompass?

SCS evaluates management systems, infrastructure, working conditions, fields and greenhouses, and the surrounding environment. The audit considers all stages of the operation, including production, harvest, and post-harvest handling.

What products can be certified?

Cut flowers, household plants, herbs, microgreens, plants that produce edible fruit and vegetables, shrubs, vines, and other ornamental horticultural products intended for sale at garden centers, floral departments, and other retail outlets.

Why did SCS develop the Veriflora® Sustainably Grown standard?

The standard, developed through a multi-stakeholder process, was created to provide a comprehensive, transparent framework for verifying the environmental, social, and economic sustainability of flower and ornamental horticulture growing operations, filling gaps and addressing issues that other standards did not.

How to Get Certified

Apply for certification

Client submits application to SCS and receives free quote and work order.

Schedule Audit

Once work order and service agreement are signed, client and SCS confirm audit date. Client receives the audit plan, which details the scope and agenda for the audit.

Complete Self-Assessment

Client completes the Self-Assessment Checklist and reviews associated documents in preparation for the audit.

Conduct Onsite Audit

SCS auditor conducts an onsite inspection that includes document review, interviews, and field and facility tours. Auditor prepares the Audit Report detailing findings, including any non-conformities.

Prepare Corrective Action Plan

Client addresses non-conformities within the specified timeframe and provides evidence of implementation of corrective actions.

Issue Certification Decision

SCS makes a certification decision, provides client with full audit report, and issues a Veriflora[®] certificate, if earned.

**Maintain compliance, undergo annual surveillance audits,
and renew certification every three years.**

Preferred Retailer Program

Veriflora® Preferred Retailers complete the sustainable value chain that starts with certified Veriflora® Sustainably Grown ornamental horticulture products. The program is uniquely suited to the sustainability objectives of retail chain floral departments, garden centers, and other multi-store retail outlets. Veriflora® Preferred Retailers:

- Reinforce suppliers' proven commitment to meet rigorous sustainability standards.
- Receive training about sustainable production practices to help answer customers' questions and inform sustainability objectives.
- Receive direct merchandising collateral to raise the profile of sustainable offerings.

About SCS Global Services

SCS has been providing global leadership in third-party environmental and sustainability certification, auditing, testing, and standards development for over three decades. SCS is committed to providing thorough, high-quality audits and excellent customer service. Its auditors, contractors and staff are competent, experienced professionals who operate in accordance with SCS' quality management system (QMS) and ISO/IEC 17065.

SCS programs span a cross-section of industries, recognizing achievements in food and agriculture, green building, product manufacturing, forestry, and more. SCS is a chartered Benefit corporation, reflecting its commitment to socially and environmentally responsible business practices, and 2016 winner of the Acterra Business Environmental Award for Sustainability.





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