



Flowers and plants with a socially sound history



fair flowers  
fair plants

# FAIR FLOWERS FAIR PLANTS

## Flowers and plants with a socially sound history

The modern consumer is becoming more and more critical where his living environment is concerned. And rightly so, as the world around us is changing at a fast rate. It is high time to stop for a moment and to take a better look at how we deal with people and the environment. The European Community endorses this and provides grants for projects in this field.

The information campaign for Fair Flowers Fair Plants (FFP) was launched with the support of a grant from the EU and the Horticultural Commodity Board, and aimed at stimulating the European production of, and the trading demand for, sustainably produced floricultural products. Sustainable cultivation means a low impact on the environment and good working conditions within the enterprise.

### WHAT IS FFP?

FFP is a new initiative aiming to stimulate sales of sustainably produced flowers and plants. Sustainable cultivation means that the flowers and plants are cultivated with consideration for high demands in the fields of the environment and social aspects. The FFP label gives the consumer the guarantee that the products that he has bought do in fact satisfy the strict requirements in the fields of the environment and social conditions. Part of FFP is in fact a tracing system that guarantees the cultivation method and the future of the products.

### FOR WHOM IS FFP OF INTEREST?

FFP is of interest for all links of the chain, i.e. producers, traders and retailers. Participation in FFP allows producers, traders and retailers to demonstrate that they guarantee a sustainably cultivated product. This is important, as a growing number of consumers take this into account when doing their shopping. Consumers have attached significant value to the environment and sustainability for several years. Furthermore, the awareness that we need to be economical with respect to people and the environment is still gaining ground. Participation in the FFP label will probably not result in higher prices in the short term. It does mean an expansion of the market and an image boost for all links in the chain.

### PARTICIPATING PARTIES

A large number of parties including the flower industry, NGOs and trade unions all support the FFP label. The participating parties are MPS, the Horticultural Commodity Board (PT), the Association of Dutch Wholesalers in Floricultural Products (VGB), the main subsidiary group for agricultural wholesale trade (Hoofdbedrijfschap Agrarische Groothandel: HBAG), the German Flowers Import- and Wholesale Organisation (BGI) and the international organisation Union Fleurs. The German retailers' association FDF is also a partner in the project. Other partners are pressure groups like OLAA and Both ENDS; the trade unions FNV Bondgenoten, the German trade union IG Bau and the international trade union umbrella organisation, the IUF.

### TRACEABILITY IS A MUST

Traceability plays a major role in FFP products, resulting in a unique combined effort between producers, traders and retailers. In order to keep the chain closed, every link needs to be a participant in FFP. The links must all be guaranteed for tracing and are checked for this. The FFP product is sold exclusively by producers, traders and retailers who satisfy the FFP requirements.

The consumer is thus given the guarantee that the products sold under the FFP label have been cultivated in a sustainable manner.

### WHAT ARE THE FFP REQUIREMENTS FOR PRODUCERS?

Sustainably cultivated flowers and plants are eligible for the FFP consumer label (Fair Flowers Fair Plants). These products originate from growers participating in the following certification schemes:

- MPS-A/B or comparable scheme
- MPS Socially Qualified or comparable scheme, satisfying the ICC requirements

### DO TRADERS AND RETAILERS ALSO HAVE TO FULFIL CERTAIN REQUIREMENTS?

They do not need to have a certification, but they must be able to guarantee the traceability of the products. A system will be developed for this purpose.

### MORE INFORMATION?

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