



FLOWERS NEWS 5 August 2007



Newsletter by the Secretariat of the Review Committee FFP

Dear readers:

This newsletter is designed to inform you about the latest news in the flower industry around the whole world. Our writers are the members of the Review Committee of FFP and sympathising organisations. Below each article you will find the name of the writer and his/her e-mail address in case you would like to know more about the subject.

Enjoy it and don't hesitate to contact us if you have any comment and/or question about this newsletter.

King Regards,

Editors

Betsabé Lugo Rodríguez

Secretariat in Amsterdam
Nieuwe Herengracht 29, 1011 RL
Amsterdam, The Netherlands
Telephone: +31 (0) 204 273 986
Mobile: +31 (0) 623373221

b.lugo@fairflowersfairplants.com

Sebastian Odanga

Secretariat in Nairobi
West End Place building
Mai Mahiu rd, off Langata rd
P.O BOX 2378-00100 G.P.O
Nairobi, Kenya
Telephone: +254-203503753
Mobile: +254 720 538 855

iuflantic@lantic.net
sirsebby@yahoo.com

News from FFP bodies:

Secretariat – Amsterdam

🚩 Fifth Review Committee meeting

The fifth Review Committee meeting will be hold in Sri Lanka next October.

By Betsabé Lugo: b.lugo@fairflowersfairplants.com

Secretariat – Nairobi

🚩 Meeting with a team from Collective Leadership Institute from Germany (23rd-24th July 2007)

Sebastian Odanga met an evaluation team from Collective Leadership Institute from Germany whose interest included assessing the impact of the voluntary social and environmental standards in the Flower industry. Among the items of discussion were the structure of FFP, membership, standards and immediate impact. Odanga explained his experience with past auditing in the farms and his assessment of the changes that have taken place.

By Sebastian Odanga: sirsebby@yahoo.com

✚ Meeting with the IUF coordinator for Occupational Health and Safety (July 31st 2007)

Sebastian Odanga met Omara Amuko, the IUF coordinator for Occupational Health and Safety, to discuss the possibility of partnering activities in the region particularly on research on cut flower industry, and the ongoing OHS program.
By Sebastian Odanga: sirseby@yahoo.com

Board

✚ Board teleconference by skype (August 8th 2007)

The Board meeting was cancelled and postpone to September 2007.
By Sjef Langeveld: sl@bothends.org

FFP office – Honselersdijk

✚ Industry Committee

Next meeting: September 28th 2007
By Regina Dinkla: r.dinkla@fairflowersfairplants.com

✚ Fair Play (F&WB May 2007)

Green this, eco that, everywhere you turn, chances are one of the dominating subjects of the UK news agenda, the environment, will crop up in conversation. Global warming, carbon footprints, the treatment of workers in far flung destinations and closer to home are all hot topics.

What's more, the conversation often includes a mention of flowers and plants, with so-called flower miles, the treatment of farm workers, and the carbon emissions of heating greenhouses in Holland and so on hitting the headlines over recent months. This entirely means one thing – there's never been a better time to answer the critics by marketing flowers and plants sourced from growers that guarantee to be both environmentally and socially friendly, via the FFP standard.

To get the full article contact Regina Dinkla: r.dinkla@fairflowersfairplants.com

✚ Opportunities and profit (F&WB June 2007)

With organic and Fair-trade products proving so popular on the high street, there's huge opportunity for the retail florist willing to follow suit by offering their customers 'friendly' products.

Perhaps the easiest way to do this is to become a part of the Fair Flowers Fair Plants (FFP) initiative, a programme that assists in bringing environmentally and socially friendly flowers and plants to the consumer, complete with a label that the general public can recognise.

To get the full article contact Regina Dinkla: r.dinkla@fairflowersfairplants.com



✚ The friendly label for the retailer? (F&WB July-August 2007)

Whilst the environmentally friendly and 'sustainable produced' labels such as Fair-trade and Fair Flowers Fair Plants (FFP) do, without doubt, benefit the world around us by improving conditions for workers and safeguarding the environment around us, no effective, widespread improvements could be achieved without the help of the last link in the chain – the retail end.

The good news though is that consumers are becoming more and more switched on to 'friendly' products. Consumers want to know the origin and production methods of the products they buy, meaning there's a niche there for retailers, with the FFP label providing the opportunity to capture this market.

To get the full article contact Regina Dinkla: r.dinkla@fairflowersfairplants.com

✚ Pilot Projects

After the summer 3 new pilots in Germany with various wholesalers and florists will begin and there are plans for a large-scale cooperation and campaign on sustainability in Germany.

Sooner than expected a big pilot will get started on the Dutch market in January 2008. Meanwhile also some retail chains have expressed their interest in Fair Flowers Fair Plants.

By Regina Dinkla: r.dinkla@fairflowersfairplants.com

✚ Florist material

The florist material that has been developed especially for FFP products and shows the consumer what Fair Flowers Fair Plants means and stands for, was presented last year at the Horti Fair. Meanwhile a lot of florists in the target countries use these materials.

By Regina Dinkla: r.dinkla@fairflowersfairplants.com



✚ FFP participants

Until August 2nd 2007 the number of FFP participants was as follow: 222 producers, 110 traders/exporters and 340 retailers coming from Germany, Sweden, United Kingdom, Austria, France and Holland. In total 672 companies that have registered with FFP. Only part of them is active at the moment via the pilots.

On the website of FFP (www.fairflowersfairplants.com) you can find the actual FFP assortment of the participating growers.

By Regina Dinkla: r.dinkla@fairflowersfairplants.com

✚ FFP stands

The next October Fair Flowers Fair Plants will have a stand (number 03.2020, hall 3) at the International Horti Fair in Amsterdam. Beginning of 2008 FFP will be also present at the exhibitions SFE in Birmingham and on the IPM in Essen.

By Regina Dinkla: r.dinkla@fairflowersfairplants.com



News from Africa:

Uganda

✚ Uganda: EPAS may stifle struggling Flower Industry (July 20th 2007)

Uganda's flower industry needs government incentives and preferential European Union (EU) access to succeed, say members of the east African nation's floricultural sector.

Uganda is Africa's fifth-largest flower exporter, dealing solely in roses and chrysanthemum cuttings. The industry earns over 30 million dollars annually in revenue from over 7,500 metric tons of exported flowers. Some 142 hectares of roses and 32 hectares of chrysanthemum cuttings are currently under production.

Article wrote by Alexis Okeowo. To read the full article visit the following website: <http://www.ipsterraviva.net/Europe/article.aspx?id=5001>

🌱 **Uganda targets \$200m in flower exports (Arab World Agribusiness Vol. 23 No. 3)**

The floriculture sector in Uganda commenced in 1992, registering its first exports in 1993 from only three farms. Now, there are 21 exporting flower farms...

Uganda's industry currently employs 9,000 people, a figure expected to double in five years upon expansion. Out of the \$65m in exports, about \$20m is absorbed in the Uganda economy in taxes and earnings to the local producers.

To get the full article contact Nathalie Van Haren: nh@bothends.org

Kenya

🌱 **Geothermal energy**

Geothermal energy is harnessed to provide a consistent level of heat and air circulation in our greenhouses whilst reducing the need for chemicals and other energy sources.

The Oserian Farm, situated on the banks of Lake Naivasha in Kenya, is the first flower farm in the world to harness geothermal energy. Since 2004 it has invested millions of dollars in the project. It is converting this energy to electricity and heating.

The harnessing of geothermal energy increases overnight temperatures in the greenhouses so that plants can start photosynthesising as soon as it is light rather than waiting to warm up. This will help to increase productivity.

Geothermal energy ensures that there is air circulation in the flower beds at all times. This better ventilation has several impacts including a reduction in the incidence of disease, a reduction by up to 40% in the amount of chemicals required to grow the crop, a reduction in chemical residue on the leaves of the plants and a safer working environment for workers.

In addition we plan to use the geothermal power to provide additional electricity for our workers homes.

Source: <http://www.world-flowers.co.uk/09technical/geothermal.html>

🌱 **Hydroponics**

Hydroponics growing has a number of benefits due to specific targeting of stems allowing the plants to grow taller, stronger and with larger blooms.

Decreased water usage, by approximately 40% per hectare over all crops, reduces the pressure on the local environment.

Added to this there will be a significant reduction in the use of chemicals and fertilisers giving the long-term improvements associated with this.

Currently hydroponics is used in the majority of Oserian's production.

Source: <http://www.world-flowers.co.uk/09technical/hydroponics.html>

Tanzania, Etiopia

No news

News from North America:

United States

🌱 **ILRF in the US Social Forum in Atlanta (June 2007)**

ILRF organized several workshops at the US Social Forum in Atlanta in late June. Two of these workshops included discussions of worker rights issues in the cut flower industry, and ways that US consumers can support flower worker organizing and use their buying power to promote companies that have respect for workers.

By Nora Ferm: nora.ferm@ilrf.org

News from Latin America:

Colombia

🚩 Flower company Exportaciones Bochica S.A. C.I. (July 12th 2007)

On July 12 2007, several union members (including the union president) were fired from the flower company Exportaciones Bochica S.A. C.I, located in La Ceja, near Medellin. The larger SINTRAINAGRO union had presented a petition to begin collective bargaining on behalf of the workers at this company. Hugo Cifuentes, Manager of Exportaciones Bochica, refused to meet with the Labor authorities or receive notifications from the courts, and prevented Labor Inspectors from entering the company property.

The union at Exportaciones Bochica was founded in late January 2007. Since then, in addition to being the target of repression and unjustified dismissals in the workplace by supervisors and managers, the union members and their families have been threatened with death by the Aguilas Negras de Oriente, a paramilitary group.

Exportaciones Bochica flowers are exported to the United States.

By Nora Ferm: nora.ferm@ilrf.org

Ecuador, Costa Rica, Guatemala, Honduras

No news

News from Asia:

🚩 A Glowing Success In Floriculture

In Singapore the world's first, and so far, only bioluminescent flower has been developed by genetic modification using a gene from fireflies. Using a technique called 'particle bombardment'. This mutant gene was incorporated in the tissue of an orchid by using this technique. The orchid appears to give five lights for five hours.

In Thailand the Gamma Radiation and Nuclear Technology Centre at Kasesart is experimenting with a technique called radiation-induced mutation. They can change the shape, size and colour of the flowers. Right now mainly chrysanthemums. The centre, where this work have been done has received valuable guidance and technical assistance under a technical cooperation project of the FAO – IAEA Joint Division, based at International Atomic Energy Agency headquarters in Vienna.

Anyone with more information about the above developments or any such experiments in other countries can pass on the information to be shared by all.

By Kees Hoek: keeshoek@olaa.nl

Sri Lanka, India, Vietnam

No news

News from Europe:

Netherlands

🚩 Consumers' interest for FFP certified flowers

For three to four months Avdi Jaha, a student at Larenstein University of professional education, which is linked to the Wageningen agricultural University, will have a stage in OLAA to write a thesis which will address the consumers' interest for FFP certified flowers and applicable methodologies of how to introduce FFP certified flowers into the Dutch market.

By Kees Hoek: keeshoek@olaa.nl

🚩 Visit to Zambia and Uganda (August 13th till August 23rd 2007)

A delegation of the Dutch Flower Coalition will visit Zambia and Uganda from August 13th till August 23rd. Mr. Sebastian Odanga from the secretariat of the Review Committee of FFP will join the group during the visit. The objective of the visit is to get to know the position and situation of flower production in both countries, to see and hear something about the labour conditions and the environmental impact of flower production in the regions. To look for potential partners of the NGO network and to inform local IUF unions and potential NGO partners on FFP. The group will also visit the local producers associations and try to visit two flower farms. They will have a meeting with the Dutch embassy to inform them on FFP and the visit.

By Kees Hoek: keeshoek@olaa.nl

Italy

🚩 Pilot project "Fiore Giusto" in Italy

Fiori e Diritti in co-operation with local trade unions in Sanremo CGIL-CISL-UIL decided to start on September 2007 a pilot project called "Fiore Giusto". Will be recognised as "fiore giusto" all kind of flowers produced in farm which guarantee to respect the guidelines of ICC. Waiting to launch a formal certification on 2008, the declaration of farms involved in the pilot project will be verified by an external independent organisation.

By Cristiano Calvi: direzione@fioriediritti.org, informazioni@fioriediritti.org

Germany, Switzerland, Belgium, UK

No news

Have good vacations!

Dear Writers:

The next deadline to send your news is on **October 1st 2007**. Don't forget it, this newsletter is for you!!

Thanks,

Betsabé Lugo and Sebastian Odanga
Editors