

The future is fair

Fairtrade Flowers and Plants

For over 30+ years, Fairtrade has driven social justice through trade. We understand supply chain challenges and have the ability to convene the right partners to find innovative solutions. Fairtrade is the most recognized and trusted certification mark, with consumers overwhelmingly indicating that they have a positive impression of a brand that carries the FAIRTRADE Mark.

Flowers and plants sourced as Fairtrade give your business the assurance that rigorous standards are met across the supply chain: The Fairtrade Standards are robust requirements that require a holistic approach to sustainability, meeting social, economic and environmental goals. The Standards are developed through intense consultation with all stakeholders, including producers, civil society, and commercial partners, and are independently audited throughout the entire supply chain.

Why Fairtrade Flowers?

Fairtrade leads to self-determination, better working conditions and improved health protection for thousands of workers on certified flower farms. Flower workers decide democratically on their own projects, which benefit the whole community through the **Fairtrade Premium**, which is raised from the sale of each flower stem.

Flower workers and flower farms also benefit from hands-on support and trainings from the local Fairtrade producer network. Fairtrade also supports **environmentally friendly** flower cultivation and studies show that the carbon footprint of Fairtrade roses is 5.5 times lower than that of roses grown in the Netherlands.



Decent
work



Improved
wages



Transparency
through digital
dashboards



Growth &
innovation

Fairtrade by the Numbers

944 million

stems sold on Fairtrade
terms in 2020

73,000

farm workers on 74 Fairtrade-
certified flower farms

50.7%

of Fairtrade flower farm
workers are women

€42 million

in Fairtrade Premium
generated for flower workers
since 2015

81%

of the Fairtrade Premium
is invested in education,
financial and healthcare
services for flower workers
and their families.



A Blooming Future for Fairtrade Flowers and Plants

Decent work and better wages

Fairtrade is committed to decent work for all workers in the flower supply chain. We believe in equal pay for work of equal value and in tangible progress towards living wages.

Fairtrade is pushing for better pay for workers, for example by introducing a floor wage requirement in 2017 which led to wage increases of up to 127 percent. Fairtrade is also ensuring basic rights such as decent work conditions, contracts for all flower farm workers, and mandatory safety equipment when handling chemicals.

For poinsettias, a Fairtrade pilot scheme encourages buyers to top up the amount they pay for Fairtrade poinsettia cuttings and direct it to a bonus fund for workers improving worker's incomes in the process..

Growth & Innovation

Our extended labelling options mean you can expand your Fairtrade flowers and plants range by offering mixed flower bouquets, using both local and Fairtrade flowers, and poinsettias.

We are also focusing on strengthening the environmental credentials of Fairtrade flowers and reducing the carbon footprint even further, to ensure we meet all our customers' sustainability needs.

Transparency through Digital Dashboards

You can access transparent information on Fairtrade certified flower farms and their Premium investments through the [Online Premium Platform](#). In addition, through the newly added [Virtual Farm Visits](#), our partners are able to take a tour of Fairtrade flower farms and see Fairtrade's impact without leaving their office. The platform will be the basis for even more information and market relevant data in the upcoming years.

Through the engagement with Fairtrade flowers and plants, your business can address the most important sustainability topics in the flower and plant sector.

Forging new opportunities for women

Around half of all flower farm workers are women. The Fairtrade Women's School of Leadership is increasing their access to learning opportunities. Building on the successful schools already run with West African cocoa farmers, the programme has allowed women flower workers in Ethiopia to gain practical advice on ways to diversify their income, such as setting up their own business. The programme is now expanding into Kenya and is set to benefit 11,000 flower farm workers, thanks to funding from Finnish Ministry of Foreign Affairs, the Swedish Post Code Lottery and Aldi UK.

Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair.

For detailed information, visit www.fairtrade.net/act/fairtrade-for-business or contact your local National Fairtrade Organization.

