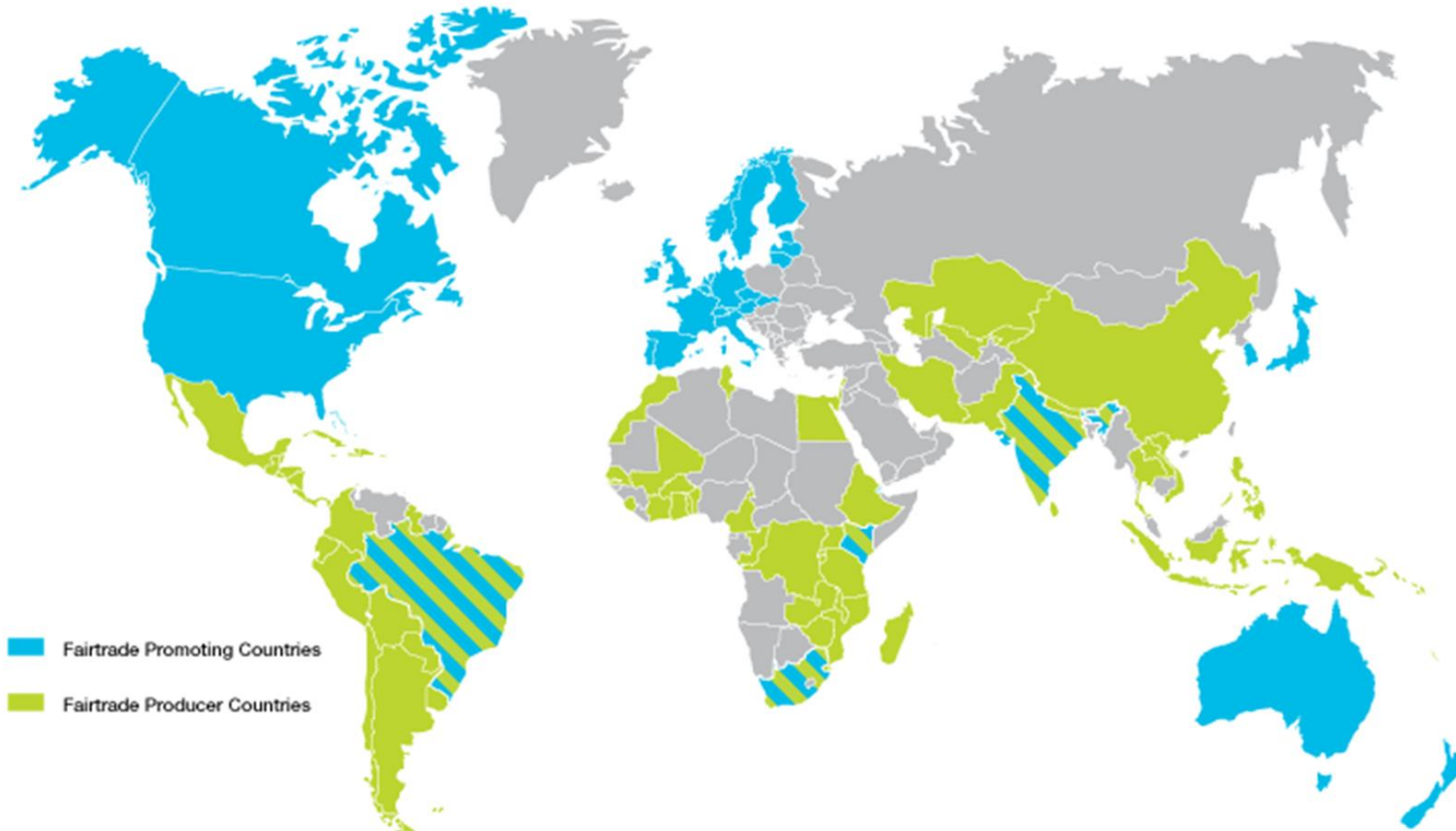


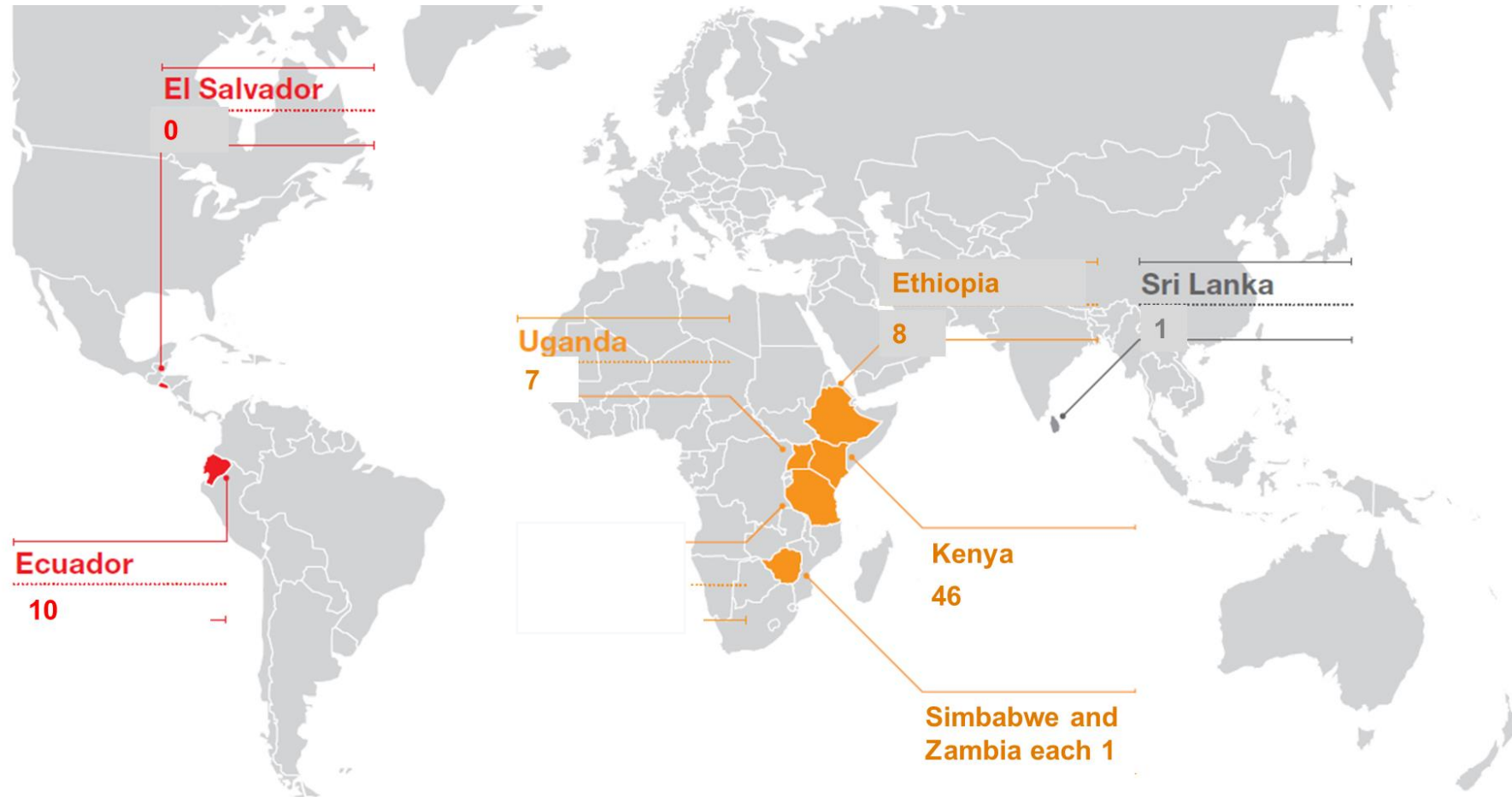
Fairtrade as International consumer relevant sustainability label



Main Fairtrade-Markets: Europe, US and Australia with label **recognition over 76%** of which **90% trust the label**



Vast choice of Fairtrade flowers & plants



**74 strong and stable
Fairtrade
certified
flower farms
worldwide in
November 2021**

FAIRTRADE FLOWERS REPORT

CHOOSE THE WORLD
YOU WANT



+20%
19/20

€8 MILLION

FAIRTRADE PREMIUM GENERATED

2019 report

4.6 BILLION

STEMS GROWN
(ENOUGH TO MAKE OVER 386 MILLION BOUQUETS)

934 MILLION

STEMS SOLD ON FAIRTRADE TERMS

+13%
19/20



5%

REST OF THE
WORLD

95%

AFRICA &
MIDDLE EAST



67,199

WORKERS



+2
19/20

74

FLOWER FARMS



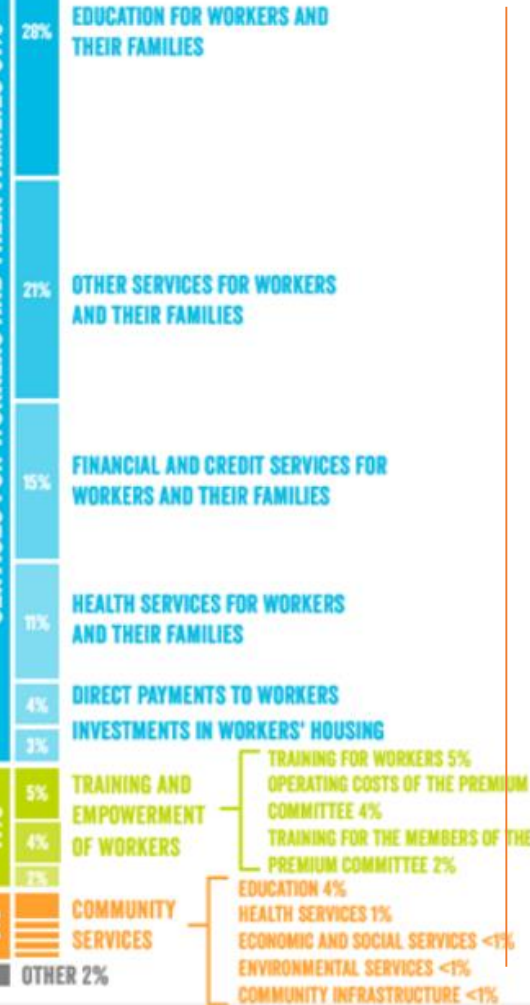
2,808

HECTARES UNDER CULTIVATION
(EQUIVALENT TO OVER 3 THOUSAND
FOOTBALL PITCHES)



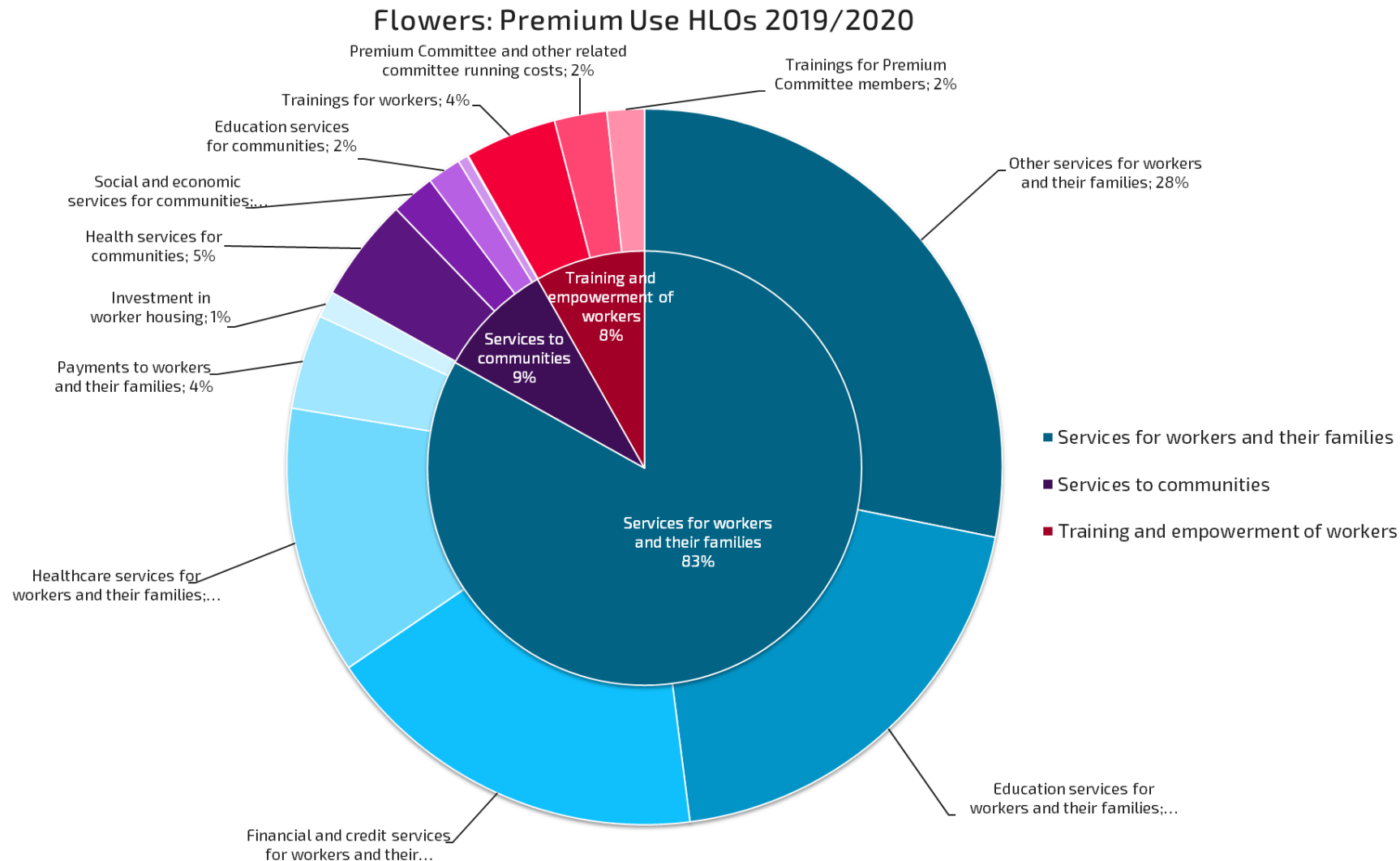
PREMIUM USE

SERVICES FOR WORKERS AND THEIR FAMILIES 81%



Fairtrade flowers are mainly grown in east Africa and generate significant improvements for the workers.

Premium use 2019-2020



Available Fairtrade Flowers



- ▶ Roses
- ▶ Spray Roses
- ▶ T-Hybrid Roses
- ▶ Alstromeria
- ▶ Lilies (Oriental, Asiatic Hybrid, Longflora, Longi Asiatic)
- ▶ (Spray) Carnations
- ▶ Gerbera
- ▶ Calla
- ▶ Zantedeschia
- ▶ Lisianthus Doubles
- ▶ Sunflowers
- ▶ Chrysanthemums
- ▶ Gypsophila
- ▶ Statice
- ▶ Hypericum
- ▶ Limonium
- ▶ Sanitinis
- ▶ Solidago
- ▶ Leather Leaf Fern
- ▶ Eucaliptus
- ▶ Mollucella
- ▶ Germini
- ▶ Fillers (div)
- ▶ Poinsettia
- ▶ Geranium
- ▶ Cuttings (div)