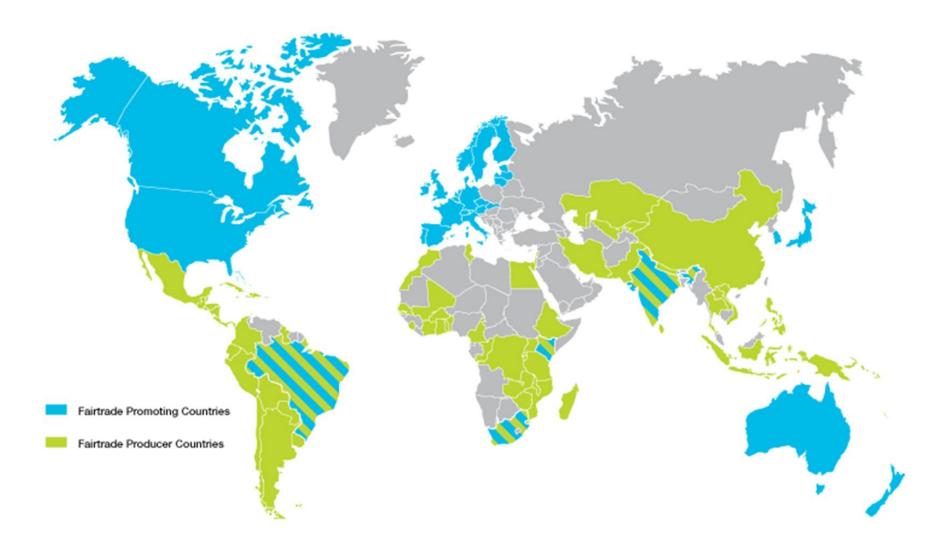
Fairtrade as International consumer relevant sustainability label



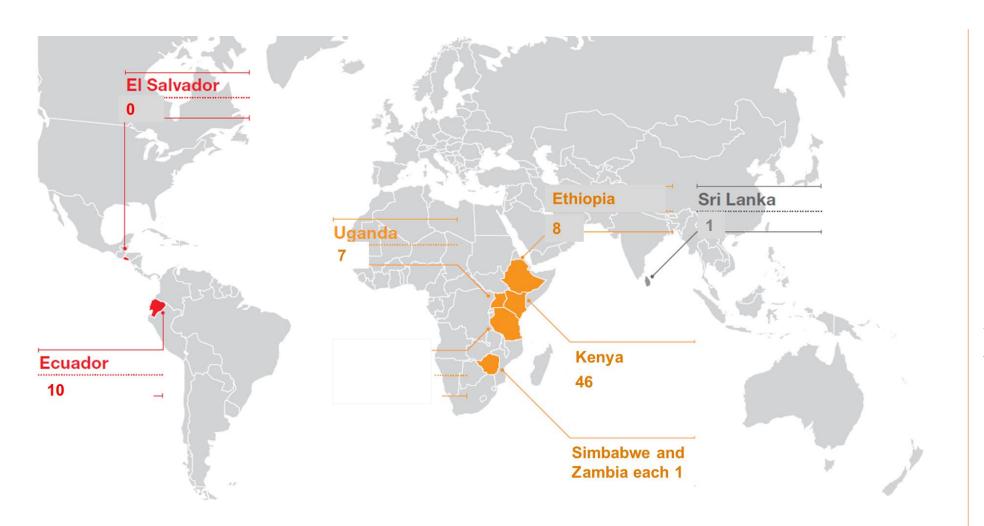


Main
FairtradeMarkets:
Europe, US
and Australia
with label
recognition
over 76% of
which 90%
trust the
label



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



PREMIUM USE

EDUCATION FOR WORKERS AND

THEIR FAMILIES





€8 MILLION

FAIRTRADE PREMIUM GENERATED

REST OF THE

WORLD

AFRICA &

MIDDLE EAST

4.6 BILLION

2019 report

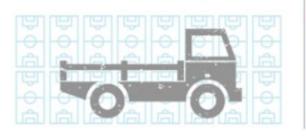
STEMS GROWN (ENOUGH TO MAKE OVER 386 MILLION BOUQUETS)

STEMS SOLD ON FAIRTRADE TERMS





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



KERS AND THEI OTHER SERVICES FOR WORKERS AND THEIR FAMILIES FOR WOR FINANCIAL AND CREDIT SERVICES FOR **WORKERS AND THEIR FAMILIES HEALTH SERVICES FOR WORKERS** AND THEIR FAMILIES DIRECT PAYMENTS TO WORKERS EMPOWERMENT

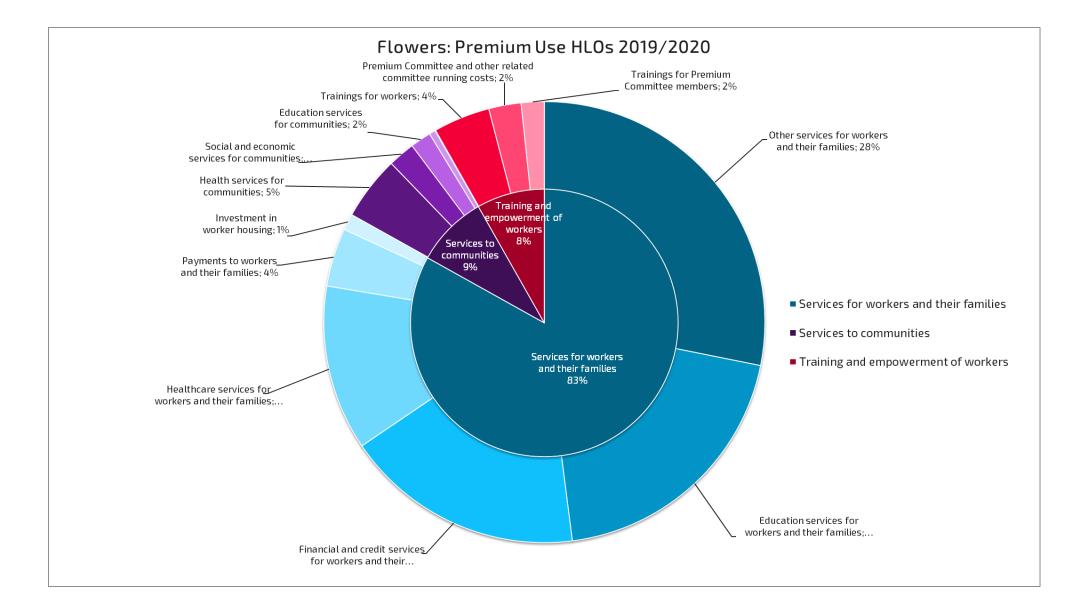
Fairtrade flowers are mainly grown in east Africa and generate significant improvements for the workers.



Made for illustrative purposes only. Refer to the 'Technical Note Monitoring Report 2021' for more information on data sources and Calculations used - 1 football pitch = 0.82 ha. Average rose bunch = 8-12 stems (12 stems used for calculations). The 2021 report covers data collected in 2019.

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)