



Sustainability Plan 2025



A message from **Jim Daly...**

Our industry is changing rapidly with one of the key driving forces being sustainability. Our impact on the planet is being measured more than ever.

As a company, it is time that we not only focus on our footprint but also bring the efforts inside of our culture, our learning and business planning.

The past 2 years have been eye opening.

Operating through a sustainability lens has allowed us to identify new opportunities to grow while pursuing our stewardship responsibility. I can't stress enough how important it is that all FloraLife stakeholders, internal and external are educated on our impacts on the planet.

I look forward to working with our partners big and small over the next 5 years and beyond.



Jim Daly

Vice President,
FloraLife/Oasis Grower
Solutions Global
Operations and
Corporate Research

Sustainability Plan 2025

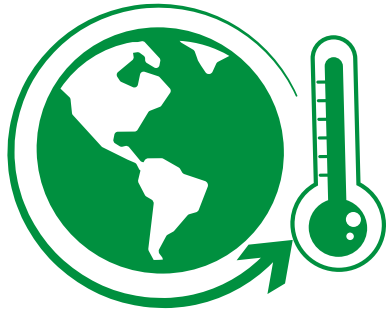


Introduction...

Servicing every channel in some shape or form along the distribution chain from harvest to home, FloraLife holds a unique position in the global floriculture industry.

Over the next couple of decades, FloraLife is committed to improving its environmental and social footprint. The FloraLife 2025 plan and all its goals are the first step toward it.





CLIMATE CHANGE

We have partnered with Carbon Footprint Ltd. who is helping us gain an independent and thorough understanding of our current greenhouse gas (GHG) emissions.

This enables us to set long-term but achievable goals to help improve our carbon management and reduce, if not negate, our impact on global climate change.





CLIMATE CHANGE

EMPLOYEE TRAVEL

Welcome to the digital age! In an effort to reduce the travel footprint of our employees, we are taking the following steps:

1. **Commitment to increase the use of available technology whenever and wherever possible;**
2. **FloraLife recently restructured the organization to better service our global markets.**
3. **We are mapping our employee carbon footprint to see how we could further improve.**

SUPPLY CHAIN

Through 2025, we are committed to reviewing the efficiency of our supply network, leveraging our footprint and consolidating shipments.

PRODUCT CARBON FOOTPRINT

Where possible circular economies will be implemented, and products will achieve carbon neutral certification.



CLIMATE CHANGE GOALS



COMPLETE
carbon footprint
assessment
of GLOBAL FLORALIFE®
EXPRESS 200 RANGE

FloraLife® Express 200 is our first product range to have its carbon footprint assessed.

2020

FloraLife®
Express Clear
ULTRA
200 
carbon neutral

FloraLife® Express Clear ULTRA 200 is the world's first carbon neutral storage and transport solution.

2021



CONTINUE
carbon footprint
ASSESSING

Following the FloraLife® Express Clear ULTRA 200 carbon footprint assessment, we will continue assessing products to further understand our carbon footprint picture.

2021





WATER STEWARDSHIP

It is estimated that only 3% of the world's water is freshwater, with the majority of that being locked in the ice caps. It is therefore critical we play our part in reducing our water footprint by conserving where possible.

Our products are composed of many ingredients, including water. Additionally, large volumes of water are being used in the industry. Adopting proper postharvest protocols would reduce these high volumes.





WATER STEWARDSHIP

FLORALIFE WATER WISE PROGRAM

In 2015, FloraLife launched the Water Wise program specifically focused on our products' ability to reduce water consumption. We are now implementing ways to target and quantify the results we have been tracking.

FLORALIFE® TRANSFORMER

FloraLife® Transformer 100 is our circular economy product/process specifically tailored to key customer businesses. The process is simple but proven effective: collecting used hydration or feeding solution, then filtering and treating with FloraLife® Transformer 100 to be re-used again. Three easy steps is all it takes!

CONCENTRATED PRODUCTS

In an effort to reduce our global water footprint, we have decided to further concentrate products whenever possible.

The advantages of concentrating products are numerous. This action will not only improve water footprint but also reduce freight and packaging.

FACILITIES

Let's face it, sometimes the simplest things that are in plain sight are the things we don't see! We are committed to be conscientious of the use of water in our facilities worldwide. We are reviewing the use of water in our bathrooms, labs, and kitchens updating our facilities as necessary to conserve water.



WATER STEWARDSHIP GOALS

Facility 
water usage study
COMPLETE
and **TARGETS SET**

We are assessing our water usage at all of our sites and putting measures in place to reduce our usage.

2021

Assess all 
FloraLife
liquid products
for **OPTIMAL CONCENTRATION**

We aim to achieve optimal concentration of all liquid formulations, meaning products are at their ideal concentration and water is not wasted.

2025

FloraLife 
industry
water usage study
COMPLETE
and **TARGETS SET**

Working closely with industry partners, big and small, we will determine how much water is used postharvest and can be saved.

2022

HELP 
500+
florists
save water

Working closely with Smithers-Oasis UK we will help 500+ florists save water in their operation. We will apply these learnings to other Smithers-Oasis units around the globe.

2025





PRODUCT PORTFOLIO

Inevitably, all products have an environment and/or social footprint. We are committed to minimizing this footprint by focusing on improving our range.

Additionally, we are committed to working with our customers to help reduce their waste through the use of our products and protocols. Together we can make a difference.





PRODUCT PORTFOLIO

PRODUCTS FOCUSED ON REDUCING INDUSTRY WASTE

We are working with our customers to identify ways to reduce waste. The FloraLife & You program includes a sustainability section where these concerns are addressed, and solutions found through innovative protocols and tailored FloraLife product use.

RE-FOCUS IN NEW PRODUCT DEVELOPMENT

More than 80% of the environmental impact of a product is determined at the design stage (European Commission, n.d.). When innovating new products, we realize there is an opportunity for us to be more proactive with regard to sustainable practices.

We are committed to incorporating sustainability criteria into our product development processes. Additionally, we have arranged sustainability training for all FloraLife decision makers.

PRODUCT RANGE

We strive to be transparent with our position on sustainability and believe that there is no better way to convey the message than through our products. We are continuously assessing our current and new products against 8 sustainable attributes:

- **Impact on industry or organization water footprint**
- **Impact on industry waste reduction**
- **Presence of sustainable packaging**
- **Presence of sustainable (i.e. biodegradable, naturally derived, etc.) formula/composition**
- **Adherence to circular economy**
- **Carbon footprint assessment complete and targets set**
- **Carbon footprint targets achieved**

Progressively through time, we will assess and improve our entire product range used from farm to consumers.



PRODUCT PORTFOLIO GOALS

Biodegradable
contents study
COMPLETE
and COMMUNICATED



FloraLife packet formulations will be assessed to the ASTM D5511 biodegradability standard and communicated to our customers.

2021

IMPROVE **20**
product ranges
sustainable
attributes

We will improve the sustainable attributes of at least 20 product ranges.

2025

FAIRTRADE®
product
range
LAUNCHED



FloraLife® holding and feeding solutions will be available in a Fairtrade® formulation.

2021

Key accounts to
REDUCE
waste →  ←
in their operation

We will work actively with key accounts to help reduce floral waste in their operation.

2025

Industry
waste study
COMPLETE ✓
by **2023**



Working closely with industry partners, big and small, we will determine how much floral waste is generated and what can be reduced.

2023





SUSTAINABLE PACKAGING

While packaging can be considered part of our product range, we decided it was so important it needed its own commitment and direct focus.

All FloraLife packaging will be assessed for its impact on the environment and improved upon as needed.





SUSTAINABLE PACKAGING

REVIEW ALL PRODUCT PACKAGING

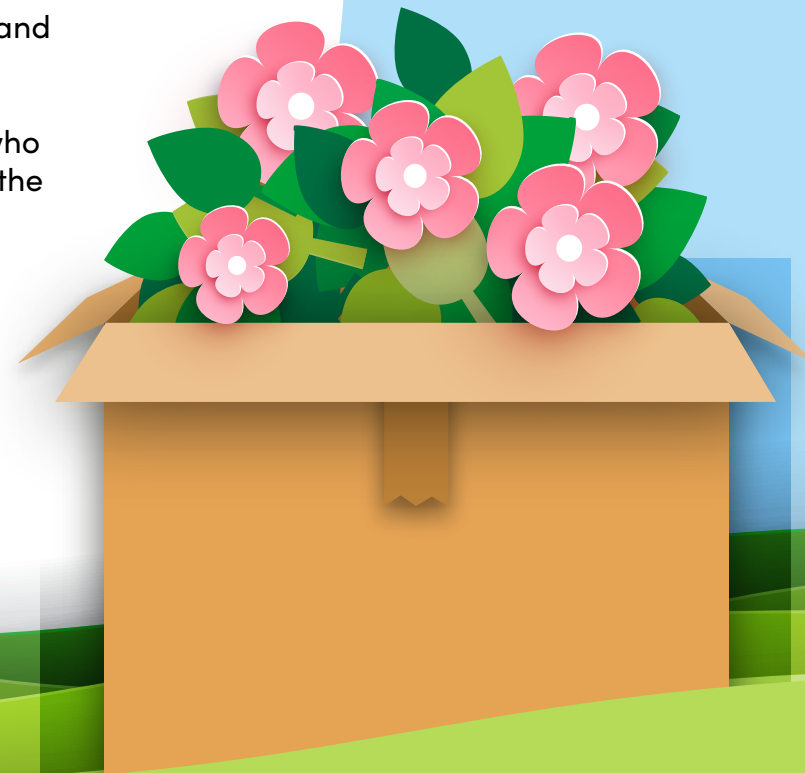
FloraLife is committed to following the reduce, reuse and/or recycle principles when approaching product packaging globally.

We are carefully considering how to implement changes to reduce our plastic output while still offering a variety of solutions for our customers.

SUPPLIER INTEGRATION

An integral part of the success of reaching our sustainable packaging goals is our suppliers. Achieving success with our 2025 plan wouldn't be possible without their continued support, collaboration and innovation.

We have hand-picked suppliers who offer cutting-edge innovations in the sustainability space.





SUSTAINABLE PACKAGING GOALS

REDUCE 
REUSE AND/OR RECYCLE
all packaging
by **2025** 

All FloraLife packaging will be assessed and improved upon based on the reduce, reuse and/or recycle principles.

2025

Attend 5
packaging
innovation
TRADE SHOWS 

Packaging shows tend to set the scene for the coming year. We will keep ourselves up to date on new innovative technology.

2025

REMOVE
100 MILLION
pieces of plastic
by **2025** 

We are committed to removing 100 million pieces of plastic from the supply chain by 2025.

2025

All suppliers
onboard with
sustainability
PLAN AND GOALS 

We've found our suppliers to be a source of great insight and learnings when approaching our packaging improvements. All suppliers will be on-boarded with our plan.

2025



STAKEHOLDER AWARENESS

Collaboration fuels sustainable development. Without it many players could be moving in conflicting directions and reinventing ideas or technology that could have easily been shared.

We are committed to bringing our employees, suppliers and industry partners on the same journey. Additionally, we are aiming to be transparent, keeping our stakeholders informed with our progress, sharing learnings and receiving valuable feedback that will keep us on the right track.





STAKEHOLDER AWARENESS

INTERNAL COMMUNICATION

The essence of the FloraLife 2025 plan is to re-shape our thinking and company culture. We aspire to have sustainability ingrained into our identity and we strive to have it lead us in our decision making.

Internally, we communicate the successes and challenges our sustainability journey is facing. We also provide training and up to date information on trends and issues.

EDUCATION

All levels of the FloraLife organization receive sustainability related training on a regular basis and are involved in sustainability related projects.

EXTERNAL COMMUNICATION

Our stakeholders' involvement in this initiative is paramount. Monthly e-blasts and press releases will not only plot our progress and mark our achievements but invite healthy debate as we navigate the learning curve.

We also host a sustainability webinar every other month to provide information and context of current issues.



We are a proud member of FSI2025, the Floriculture Sustainability Initiative. Collaboration is one of the strongest activities an industry can do to move in a more sustainable direction.



STAKEHOLDER AWARENESS GOALS

12
Internal
sustainability
webinars
COMPLETE

We are committed to developing a sustainable focused culture. Education is key to this success.

2025



5,000
HOURS
dedicated to
sustainability

5000 man hours are dedicated to sustainable development, focus and education. This includes employees from all areas.

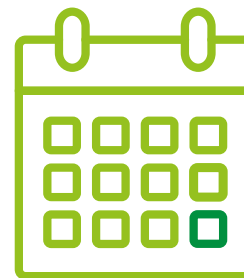
2025

12
External
sustainability
webinars
COMPLETE

All stakeholders on the same page is the quickest way to succeed. We will host many education and update webinars over the coming years.

2025

Report
progress
EVERY
year



Every year we will briefly summarize current progress on goals and highlight some of our key activities over the past year.

2025

What have we done so far?...

Launched FloraLife Sustainability Plan **2025**

Joined FSI

Launched Fairtrade® product range

Developed silicone-free FloraLife® Leafshine

Completed biodegradability study on FloraLife® Express and regular flower food formulas

Launched recyclable paper packet

Completed carbon footprint assessment of FloraLife® Express 200 range

Completed University of Cambridge Business Sustainability Management course

Donated to Ethiopian schools

Educated our industry at key events on various sustainability topics

Launched FloraLife® Express Clear ULTRA 200 in the USA

Launched FloraLife® Express ULTRA 300 in the USA

Launched FloraLife® Crystal Clear ULTRA 300 in the USA

FloraLife® Express Clear ULTRA 200 now carbon neutral globally



Launched FloraLife Sustainability Plan 2025

June 2019

To give clarity, guidance and meaning to our sustainability projects, we developed the FloraLife Sustainability Plan 2025. This explains our 5 commitment areas and targets to achieve over the coming 5 years.



Completed Biodegradability Study on FloraLife® Express and Regular Flower Food Formulas

February 2020

We believe it is important to understand the full picture when looking at products. Not only are we looking at packaging but the product inside. Recently we tested and confirmed biodegradability for FloraLife® Express Universal 300 and regular clear flower foods to the ASTM D5511 standard.



Joined FSI

February 2020

We joined the Floriculture Sustainability Initiative to collaborate and support other industry partners in critical projects. See more at www.fsi2025.com



Launched FloraLife® Express Clear ULTRA 200 in the USA

June 2020

As part of our water stewardship commitment we assessed our product range to find where water can be saved. FloraLife® Express Clear 200 was an obvious candidate, we are now actively switching customers from a 10ml/L formula to a 5ml/L formula significantly saving on water, packaging and shipping.



Donated to Ethiopian Schools

November 2020

We collaborated with one of our key partners in Ethiopia to donate furniture at local schools.



Educational webinars for all sustainability topics

September 2020

As part of our stakeholder awareness commitment we have tasked ourselves to help educate on the topic of sustainability. We have talked on the subject at industry events and on Floralive webinars found at our YouTube channel.



Developed Silicone-Free FloraLife® LeafShine

March 2021

As part of our product portfolio commitment we re-engineered our European FloraLife® LeafShine formula to contain only natural based oils.



Launched FloraLife® Express ULTRA 300 and FloraLife Crystal Clear® ULTRA 300 in the USA

February 2021

Similar to FloraLife® Express Clear 200, the 300 level liquid products can be further concentrated to conserve water, packaging and transport. We now have available the same great formula in smaller concentrated sizes.





Launched Recyclable Paper Packet

December 2019

Thorough research was carried out to identify the best material to be used as a replacement for our regular plastic films. After extensively testing a variety of materials, we concluded that the best replacement film would be made of recyclable paper.

In 2019, we launched generation 1. In 2021, we launched generation 2.

The second generation FloraLife® Recyclable Paper Flower Food Packets are made from 100% recycled paper, contain no plastic and achieved the OK biobased 4 star certification. This certification guarantees that 80%+ of the material is from a renewable source. This is the highest possible level. The paper packets are available globally.





Launched Fairtrade® Product Range

August 2020

Fairtrade® is an international organization that works with companies to help them certify their products as ethically sourced from farmers and workers who get fair compensation. FloraLife received Fairtrade® certification after its supply chain was vetted for responsible sugar sourcing. The Fairtrade® product range guarantees the sugar farmers receive a fair wage and working environment.





Carbon
Neutral
Product

FloraLife® Express Clear ULTRA 200 Now Carbon Neutral Globally

January 2021

In order to reduce your carbon footprint, you first have to understand what your footprint is. By working closely with Carbon Footprint Ltd. We have assessed our FloraLife® Express 200 product range and now understand its impact globally.

We are actively using this information to reduce our carbon footprint in this product range. For example, switching to FloraLife® Express Clear ULTRA 200 in the USA is a 6% carbon footprint reduction.

We are proud to announce that FloraLife® Express Clear ULTRA 200 is now carbon neutral! FloraLife is engaging in offsetting activities through its involvement in a reforestation and deforestation reduction project by planting trees in Kenya and protecting the Amazon Rainforest, a program that is led by Carbon Footprint Ltd.





Completed University of Cambridge Business Sustainability Management Course

August 2020

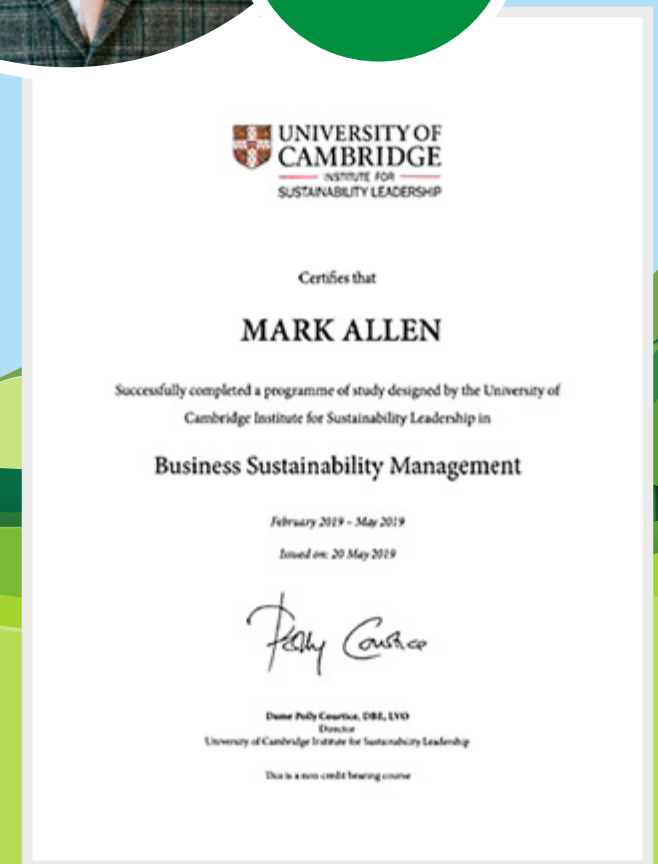
The project that made us realize we didn't know enough was our sustainable film project. We realized there was so many things we didn't know that we couldn't possibly make the most beneficial choice for both the environment and our customers.

At this point we went back to school and multiple members of the Smithers-Oasis organization achieved a qualification in Business Sustainability Management from Cambridge University. This education created a focus on tackling sustainability issues beyond the individual project we were currently working on. We were able to build our 2025 plan, define our commitments and understand the journey we needed to take. It created a focus on sustainable projects that we never realized we were missing.

We encourage all to receive some learnings in the sustainability field in order to make the best choices as they move down their own journey.



Mark Allen
Global Product Manager



For more information about the FloraLife Sustainability Plan 2025, contact your local FloraLife representative.

✉ **info@FloraLife.com**

🌐 **floralife.com/sustainability**



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