

# Florverde

## At a glance

This document provides an overview of the Florverde standard system.

Florverde is one of the several standard systems that are referenced in Standards Map, the interactive web-based tool on private standards developed by the T4SD program of ITC.

## What is Florverde

Florverde® is a private, non-governmental, not-for-profit program established by Asocolflores (Association of Colombian Flowers Exporters) that promotes best farming practices in Colombia's horticulture sector. Florverde's program strategy is built on two systems. A certification system and a sectoral information system.

The Florverde Certification System (FvCS) regulates activities from planting to post-harvesting. It aims to minimize agrochemical products, protect workers' rights, promote product quality and managerial responsibility. Compliance with Florverde rests on fifteen topics classified under three types of control points: level 1, level 2 and level 3. Producers are required to comply with levels 1 and 2 at 100% and 95% respectively in order to become certified. Level 3 are only intended to act as a guideline for the company.

The sectoral information system evaluates the performance of the sector through a series of socio-environmental indicators. The purpose is to help design strategies for social and individual development. Furthermore, this system aims to provide evidence of the sector's performance.

## What products are covered by the standard system

The program covers flowers (several varieties of roses, carnations, chrysanthemums, lilies, hydrangeas, ornithogalum, limonium/statize, etc.) and ornamentals (leatherleaf ferns, tree ferns, eucalyptus, pine, etc.).

## What are the key features of the standard system

- The Florverde Certification System is fully approved and benchmarked by GlobalG.A.P. This implies that Florverde certified products are fully recognized as GlobalG.A.P

equivalent (see the GlobalG.A.P at a glance for more information on this standard initiative).

- Florverde's regulatory program documents include a Florverde Standard, which establishes the requirements or criteria the company must meet to obtain Florverde certification, and the Florverde General Regulations, which establishes the conditions that producers, Asocolflores and certifying bodies approved by Asocolflores must observe.

## Florverde: facts and figures

- As of September 2009, there were over 140 Florverde participant companies.
- As of October 2010, 60 producers and bouquet makers sold Florverde certified products.

## Support

Florverde provides free of charge online access to information and documents, including case-study documentation and performance information analysis, to help companies understand the Florverde program and what needs to be done to participate in the certification program. It also provides face to face support via round tables, group visits and some training workshops, courses and seminars.

### Florverde Contact Details

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The Florverde standard system is applicable to producers in the following countries and regions

Detailed maps displaying countries where certification / verification is currently operational and countries where certified products / services are sold can be generated on ITC's Standards Map website.



## 7 countries

**NORTH AMERICA** Mexico **SOUTH AMERICA** Argentina, Brazil, Chile, Colombia, Ecuador, Peru

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### How to become Florverde certified

Producers can apply to different certification options (individual or group options) within the Ornamentals category but may not do so for the same product. The guidelines provided below relate to the individual certification option

- Step 1:** Producers interested in the Florverde certification must register with Asocolflores. Asocolflores must send the information of interested producer to an approved certification body. The registration process must be finalized before the first certification body inspection/audit
- Step 2:** Producers contact the certification body's office by phone, e-mail or fax. They will explain the certification procedures in detail and answer your questions.
- Step 3:** Producers generally need to register with the certification body. Upon registration, they will send producers an information package.
- Step 4:** When producers are ready to get certified, they can contact the certification body to arrange a date for an inspection audit.
- Step 5:** Auditors from the certification body will visit facilities and assess the producer's compliance against the level 1, 2 and 3 compliance requirements of the Florverde Certification System. Two auditors usually spend three days, a day and a half each on social and environmental issues on an average farm.
- Step 6:** When the Certification Body concludes that producers have passed the inspection and are in compliance with the Florverde Certification System, producers will be granted certification. Certified producers are allowed to use the Florverde® Mark of Conformity.

## What areas does the Florverde standard system cover

The following table provides an overview of Florverde principles and requirements and related compliance policies covering social, environmental and economic areas applied in production, processing and trade.

### Explanation of Standards Map interpretation of compliance policies in the Florverde standard system:

**Immediate Requirement:** Florverde standards requirements consist of 3 levels of control points. Level 1 and 2 criteria must be fulfilled upon certification. 100% compliance is required for Level 1 control points, hence presented in Standards Map as “immediate requirements” with “pass/fail” policy. 95% compliance is required for Level 2 control these are presented in Standards Map as “immediate requirements” with a “scoring system” policy.

**Recommendation:** The Level 3 control points are no minimum percentage of compliance is set in the standards. They are meant to be an alert to producers on what will be expected from them in the future.

	Environment	Social	Economic
Immediate requirements	<p><b>Soil</b></p> <ul style="list-style-type: none"> <li>Soil conservation/erosion</li> <li>Soil related nutrients and fertility</li> </ul> <p><b>Forest</b></p> <ul style="list-style-type: none"> <li>Reforestation of depleted forests and woodlands</li> <li>Protection of forests against logging and/or burning</li> <li>Conservation of ecosystem’s health</li> </ul> <p><b>Chemicals</b></p> <ul style="list-style-type: none"> <li>List of prohibited chemicals</li> <li>Integrated Pest/Crop Management (IPM/ICM) systems</li> <li>Synthetic inputs                             <ul style="list-style-type: none"> <li>Fertilizers</li> <li>Pesticides/herbicides</li> </ul> </li> <li>Natural inputs                             <ul style="list-style-type: none"> <li>Fertilizers</li> <li>Pesticides/herbicides</li> </ul> </li> <li>Equipment and training on chemical use</li> <li>Storage/disposal/waste</li> <li>Management of chemicals</li> </ul> <p><b>Biodiversity</b></p> <ul style="list-style-type: none"> <li>Habitat and/or eco-system</li> <li>Genetically Modified Organisms (GMOs)                             <ul style="list-style-type: none"> <li>Prohibition</li> <li>Management system</li> <li>Risk prevention</li> </ul> </li> <li>Conversion of primary land use</li> </ul> <p><b>Waste</b></p> <ul style="list-style-type: none"> <li>Waste management - collection, treatment, disposal                             <ul style="list-style-type: none"> <li>Reuse of materials to reduce waste</li> <li>Recycle waste which cannot be prevented</li> </ul> </li> <li>Pollution management</li> <li>Composting</li> <li>Disposal of waste</li> </ul>	<p><b>Social/human rights</b></p> <ul style="list-style-type: none"> <li>Promotion/enhancement of medical care</li> <li>Active support of community services</li> </ul> <p><b>Work/labor rights</b></p> <ul style="list-style-type: none"> <li>Conditions of work                             <ul style="list-style-type: none"> <li>Safety at work (ILO 184)                                     <ul style="list-style-type: none"> <li>Training on safety issues</li> </ul> </li> <li>Safe work environment                                     <ul style="list-style-type: none"> <li>Safety equipments and emergency kits</li> <li>Safe handling chemicals</li> </ul> </li> <li>Healthy work conditions</li> <li>Access to safe drinking water</li> <li>Access to sanitary facilities at work</li> <li>Training requirements on site</li> <li>No forced labor (ILO 29&amp;105)</li> <li>No use of physical violence</li> </ul> </li> <li>Condition of employment                             <ul style="list-style-type: none"> <li>Contract labour policies and practices                                     <ul style="list-style-type: none"> <li>Transparency of employment practices</li> <li>Written contracts</li> </ul> </li> <li>Leave days clearly specified</li> <li>Timely payment of wages</li> <li>Pensions and social security benefits</li> <li>Minimum age (ILO 138)</li> <li>Maximum number of working hours set</li> </ul> </li> <li>Workers empowerment                             <ul style="list-style-type: none"> <li>Freedom of association (ILO 87)</li> <li>Collective Bargaining (ILO 98)</li> <li>No discrimination at work (ILO 111)</li> </ul> </li> </ul>	<p><b>Administration and management</b></p> <ul style="list-style-type: none"> <li>Organizational development</li> <li>Internal Control System management</li> </ul>
			Continued on next page.

## Environment

## Social

## Economic

	Environment	Social	Economic
Immediate requirements	<p><b>Water</b></p> <ul style="list-style-type: none"><li>Defined use/management strategies</li><li>Reduction of water through prevention</li><li>Reuse of materials to reduce waste</li><li>Disposal of grey waters and run off</li></ul>		
Recommendation	<p><b>Waste</b></p> <ul style="list-style-type: none"><li>Waste management - collection, treatment, disposal</li><li>Reduction of waste through prevention</li></ul> <p><b>Energy use/management requirements</b></p> <ul style="list-style-type: none"><li>Reduce energy use</li></ul>		