



One planet
inform with care

FLORES AURORA

Sector: Floriculture

Location: Cundinamarca, Colombia



Flores Aurora is a Colombian family company that has been producing and exporting roses, carnations, and mini carnations in the business-to-business (B2B) market since 1984. On the sustainability front, the company aims to reduce the use of energy, water and chemicals in all of its floriculture to prevent and mitigate alterations to the environment. This flower company has the Florverde Sustainable Flowers seal and Rainforest Alliance certification, programs with a social and environmental focus, through which it supports the following sustainability claim:

"Flores Aurora produces top quality flowers with social and environmental responsibility, building trust with the markets and the final consumer."

For the consumer, this claim is communicated through product packaging using the Florverde eco label. This is complemented by publications in the company's web page and social media.

The sustainability paradigm

Life cycle approach: The company has implemented initiatives in the cultivation and post-harvest links of the product value chain. These include comprehensive phytosanitary control, rainwater collection for irrigation, composting of plant material that is reincorporated into growing beds and the use of reusable baskets made from recycled material in storage. The organization is also involved in a collaborative initiative through which it incorporates residual vegetable biomass in the soil of nearby farms.

Critical points analysis: Flores Aurora has been monitoring and evaluating the critical points of its production process on a monthly basis, since 2016, according to the Florverde program of the Colombian Association of Flower Exporters - Asocolflores, which is specific to the floriculture sector. Among the critical points evaluated are water, electricity, active ingredient, waste and carbon footprint. The measurement system also includes socio-economic indicators such as staff turnover, absenteeism and accidents.

Integrating sustainability: Flores Aurora managers are committed to incorporating sustainability into the company as a decision-making criterion as well as to the well-being of its workers, customers and all other stakeholders.

Principle 1: Reliability



Flores Aurora's claim to sustainability if its products is trusted by third party validation through the Florverde Sustainable Flowers seal and the Rainforest Alliance certificate. The Florverde seal is a private standard specific to the floriculture sector and created by Asocolflores. It promotes better agricultural practices and is based on a certification system supported by a sectoral indicators platform. The Rainforest Alliance certification guarantees that production meets guidelines on the preservation of the environment and wildlife, and the well-being of workers and local communities.



Naturacert is the entity in charge of the verification and certification of both standards.

Principle 2: Relevance



The communication of Flores Aurora's products sustainability approach covers the critical points of the cultivation and post-harvest stages of the flower production value chain for which the company has developed initiatives such as integrated phytosanitary control to reduce the use of agrochemicals, promote rainwater collection for irrigation in a 24-hectare catchment area that corresponds to nearly 70% of the total area, composting of residual biomass from rose crops that is reincorporated into the beds of the same variety, and the use of reusable plastic baskets made from recycled material to store the flowers.

The company evaluates and monitors the material aspects of its production activity on a monthly basis through the Florverde program and the Florverde Sustainable Flowers certification, a specific seal of approval for the floriculture sector.

The claim is based on a voluntary initiative that exceeds the regulatory requirements of both producing and consuming countries.

Principle 3: Clarity



The company uses simple, non-technical language in its sustainability messages about its products, making them easy to understand.

Flores Aurora displays the Florverde Sustainable Flowers seal and Rainforest Alliance certification icons on its flower packaging, making a direct connection between the sustainability claim and its products.

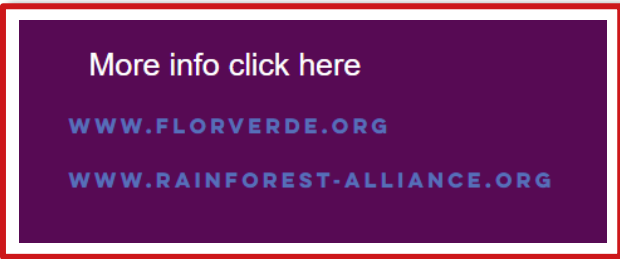


Principle 4: Transparency



Flores Aurora includes information about product sustainability on its website to deepen its sustainability claim messages in Spanish and English. This includes details of the initiatives developed and the actors involved.

Flores Aurora refers to links to the websites of its certifications and presents an infographic of the chapters of the Florverde certification standard promoting the traceability of its claim.



Writing the sustainability messages was based on employee interviews and certification reviews. Employees participated in the definition of the sustainability claim as well as in the processes of certification and validation.

Principle 5: Accessibility



Flores Aurora communicates its sustainability messages and certification icons on packaging, its website, email and social networks.

The company makes explicit and textual mention of its website link on flower caps and boxes, promoting access to the product's sustainability messages.



Principle 6: Three dimensions of sustainability



Environmental: The communication of Flores Aurora's sustainability claims captures information about specific initiatives in good agricultural practices such as reducing the consumption of water for irrigation by collecting rainwater, composting from residual biomass from rose crops and reincorporating this into beds of the same crop, comprehensive phytosanitary control that reduces the application of agrochemicals and the optimization of post-harvest processes by replacing cardboard boxes with reusable baskets made from recycled plastic.

Currently, the organization is implementing an initiative to replace the wood used yearly for the hydroponic beds with reusable posts made using plastic waste generated on the farm.

Socio-economic: The company seeks to promote the well-being of its workers through the occupational health and safety and welfare departments, which in turn provide training, education and coaching programs for them. Flores Aurora also has a hiring scheme that guarantees the job stability of its collaborators.

The statement covers the 3 dimensions of sustainability that are in turn assessed in the Florverde Sustainable Flowers and Rainforest Alliance certifications.

Principle 7: Behaviour change and long-term impact



Through its products, Flores Aurora uses informs its corporate clients about the advances in sustainability and to generate a cascading effect in communications reaching the end consumer. The company works with its clients on initiatives such as the use of the Florverde Sustainable Flowers and Rainforest Alliance labels on final product packaging.

Given its B2B approach, this Colombian company seeks collaboration with actors along its value chain to promote behavioral changes in the final consumer.

Principle 8: Multi-channel and Innovative approach



Flores Aurora has a personalized relationship with each of its customers and offers visits to the farm to learn about the production process. Aurora also participates annually in fairs like Proflora where it transmits its sustainability messages to current and potential customers and other key actors in the chain.

The company interacts directly with the consumer through social networks like Instagram.

Principle 9: Collaboration



Flores Aurora is part of organizations and collaborative initiatives as an affiliate of Asocolflores, part of the CAR-Asocolflores Agenda and the Route to Sustainability. Asocolflores is a trade organization that works collaboratively to promote sustainable floriculture in Colombia. For its part, the CAR-Asocolflores Agenda and the Sustainability Route is a program that has been coordinating actors for the implementation of actions to improve the environmental performance of floriculture since 2016. The organization also incorporates residual biomass from carnation and mini-carnation crops into the soil of neighboring farms as a joint initiative.

In 2019, Flores Aurora took part in the Cleaner Production Route of the Sustainable Business Network program implemented by the Cundinamarca Regional Autonomous Corporation - RedES CAR, which promotes collaboration between companies towards the Circular Economy.

Principle 10: Comparability



Flores Aurora reports its indicators to the Florverde monitoring and follow-up system, making it possible to compare resource and input consumption with other floriculture farms with or without the Florverde Sustainable Flowers label. These comparative indicators have only been disclosed within the company.