



For Immediate Release

Gardenia Organic First New York Florist to be Honored with VeriFlora Certification

December 7, 2010 (New York, NY) — Gardenia Organic, a New York City based sustainable florist, has earned the VeriFlora certification for its commitment to sustainability practices. Gardenia Organic is the first New York florist to be recognized for the rigorous environmental practices they undertake in order to practice agricultural sustainability. VeriFlora is considered the gold standard in ensuring sustainability practices.

“We are so honored to be the first florist in New York to sell only sustainable and fair trade flowers. We’re thrilled that more florists are moving in that direction and we are delighted to again be leading the way by becoming the first New York florist to be recognized by VeriFlora,” said Hannah Ling, owner of Gardenia Organic.

VeriFlora is a program that establishes criteria in sustainability and product integrity for all the products that are sold under its recommendation. Receiving the VeriFlora stamp means that all flora and plants have been grown and distributed in an environmentally and socially responsible style. VeriFlora flowers and plants are held to the highest standards of freshness and quality.

Scientific Certification Systems (SCS), a neutral third-party, conducts the certification in order to ensure fairness and accountability. All certifications are held to the same standards. To receive the VeriFlora certification, a company must participate in detailed on-site inspections, document audits, in-depth interviews, and an annual follow-up.

In addition to economic sustainability practices, all those who have VeriFlora certification must practice fair labor, providing employees with quality work environments.

“Being recognized for our commitment to environmental responsibility validates all we’ve been working for over the last years,” said Ling. “Most people don’t realize that 70% of the flowers sold in the US are imported from South American where they use 25 pesticides that have been outlawed in the US. This is only one of many reasons why at Gardenia Organic, we rooted our mission in providing organic and fairly traded products.”

As part of Gardenia Organic’s dedication to sustainable agriculture, they have been awarded a Fair Trade Certified label, and an USDA organic label in addition to the VeriFlora certification.

Gardenia Organic provides at home and office bouquet deliveries, and floral arrangements for weddings and parties. Always excited to brighten someone’s day with a beautiful bouquet, Gardenia Organic is located in New York City.

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