



One World Flowers

Fair Trade Certified™ Flowers...
The way flowers should be!

One World Flowers, Inc.

Phone: 505.489.1117

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OneWorldFlowers.org/wholesale



Look for this Label!

What are Fair Trade Certified flowers?



Fair Trade certification on flowers guarantees that growers meet strict social and environmental standards and that workers receive a premium to invest in community development. A portion of each purchase goes directly to a community development fund for workers (called a “joint body”), which collectively decides how to use the funds. Projects include scholarships, housing, health clinics, and micro-enterprises.

- **Why should I buy Fair Trade Certified flowers?**

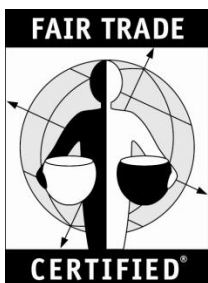
Buying Fair Trade Certified roses means that a portion of the profit from the sale goes toward creating a better life for the farm communities where the roses are grown. It provides a guarantee that workers will receive fair wages and protection from human rights abuses and harmful pesticides. Fair Trade Certified flowers can brighten your day and change the world!

- **How do I know if flowers are Fair Trade Certified?**

Look for the Fair Trade Certified logo on flower sleeves and/or on individual stems. This is your guarantee that the product came from a farm that meets international Fair Trade standards and that the Fair Trade premium was paid to fund community development. For more information on how TransFair USA certifies products, visit www.TransFairUSA.org.

- **Are Fair Trade Flowers environmentally-friendly?**

Fair Trade certification ensures that farms comply with rigorous environmental standards governing the use of pesticides, conservation of water, treatment of wastewater, protection of ecosystems and more. There is an extensive list of agrochemicals that are completely prohibited on Fair Trade farms, and others that must be phased out over time. Fair Trade flower farms must transition to integrated pest management and make progress towards organic production techniques. At this time, there are no Fair Trade flower farms that also hold an organic certification, but we hope to see some farms make the transition to organic in the future.



Look for this Label!

“Buying a Fair Trade flower guarantees you a better quality flower. The Fair Trade flowers have no strong chemicals that damage the health of workers and customers who buy the flowers.”

~ Luz Chancusig, Post Harvest Representative and Secretary of the Joint Body, Jardines Piaveri Farm

What are the Benefits of Fair Trade Certified flowers?



- **Education**

The Fair Trade premium, which is 10% of the purchase price, is often used to fund scholarships for continuing education, classroom construction and to purchase school supplies.

“For every Fair Trade Certified flower that we sell, a child is able to study here in Ecuador. There are so many children that cannot afford to go to school. For this reason, it’s very important to buy Fair Trade flowers, because our children are our future.”

Mariana Esquinato, Vice President of the Workers Committee, Hoja Verde Farm

- **Empowering Women**

Discrimination and sexual harassment are prohibited on Fair Trade Certified farms. Leadership positions must equally represent women, giving women unprecedented access to empowerment. New mothers receive 12 weeks of paid maternity leave, and upon return, are given breaks and a quiet place to breastfeed.

- **Economic Development** Through Micro-Lending and Small Businesses, workers on many farms choose to set up a micro-lending program to help workers improve their houses or start a small business. These low interest loans have been shown to be one of the most successful community development tools.

- **Health Care**

Fair Trade Certified farms must provide on-site doctors and regular check-ups for their workers. They also must pay social security for each of their workers. Also, great care is taken to protect workers if agrochemicals must ever be used. Workers are required to wear complete protective gear to work near chemicals, and reentry times into the greenhouses are strictly followed.

Fresh Flowers – From Our Farms to You!



One World Flowers is a licensed importer and wholesaler of Fair Trade Certified™ flowers, as well as a direct-to-consumer floral business. Any individual, business, or organization can purchase flowers from us. We offer customers personalized service for one-time and standing wholesale orders.

Customers who wish to be billed on credit or have automatic standing shipments should set up a wholesale account with us. Please click the link above for wholesale account forms.

How to Order:

Wholesale orders may be placed through our website, over the phone, or by email. To set up an account for Net-15 billing, please click the link above to set up a new account.

Phone Orders: (505) 489-1117

Email Orders: service@oneworldflowers.org

Shipping:

Your flowers will ship directly from our Fair Trade Certified™ farms in Ecuador via FedEx on Tuesday mornings. They will be delivered to your location on Thursday mornings by 10:30 a.m., or your usual FedEx delivery time. This premium shipping service keeps flowers cold through Miami and cuts the industry-average shipping time in half.

Shipping is only \$10.00 per box!

Payment:

If you wish to set up a wholesale account, you may complete a credit card authorization form or you can choose to be invoiced on Net-15 terms. Online orders must be paid by credit card during checkout.

Varieties:

Please see our most recent product list for available Fair Trade products. Flower varieties may be found on our website at OneWorldFlowers.org. **Each flower or bouquet will come with a Fair Trade tag on it that tells your customers about the benefits of Fair Trade Certified™ flowers.**

Marketing Support



One World Flowers provides **FREE** Point-of-Sale materials to help you maximize sales of the Fair Trade Certified™ flowers in your store.

Printed Materials:

Customers can order free printed rack cards, signs, posters, stickers, buttons, or other materials. You will only be charged for the cost of shipping the supplies. The printed materials order form can be found on our website.

Digital Marketing Support:

A full range of marketing and promotional files are available online at OneWorldFlowers.org/wholesale to download and use. These include ads and articles for store newsletters, emails, signage, and more.

Special Events:

One World Flowers may be available to support you in special events or other activities to raise awareness of your new Fair Trade flowers. Please call 505.489.1117 for details.

One World Flowers will submit your business information to be added to the TransFair USA floral website, so customers know to shop at your location.



One World Flowers



Your Fair Trade Certified™ flowers will arrive safely bundled in bunches



Each stem comes with a Fair Trade tag that lets your customers know about your commitment to Fair Trade!



We look forward to partnering with you to make Fair Trade Certified™ Flowers a successful part of your business!

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