



VERIFLORA

Certified Sustainably Grown

Meets Draft American National Standard for Trial Use (SCS-001) Sustainable Agriculture

# Veriflora Certified Sun Valley Floral Farms

## Environmentally and Socially Responsible



The VeriFlora™ “CSC: Certified Sustainably Grown” certification awarded to Sun Valley Floral Farms represents compliance in numerous areas: environmental sustainability; ecosystem management and protection; resource conservation; energy efficiency; and integrated waste management.



### SUN VALLEY’S SUSTAINABLE FLORICULTURE FACTS:

Sterilization of the soil in our greenhouses is done using the environmentally safe method of steaming.

Annually, in excess of 15,000 tons of used plant material are composted in specially designated compost wind rows and aerated weekly. The compost is used for enhancing the natural balance in the soil.



A special mix of composted bark and wood fines is used for growing oriental lilies and tulips. Sun Valley started using this mix in 1994 and the use of fungicides for control of root rot has been virtually eliminated.

All crates are disinfected with hot water before tulips are planted.

Leaf miners were a serious insect problem in the cultivation of Gerbera daisies at our Oxnard farm. Sun Valley started using beneficial insects that parasitize on the leaf miners and kill them. The resulting Gerbera daisy crop is much healthier and more productive.



Gerbera daisies at our Oxnard farm are also grown hydroponically. The drain water is collected, sterilized by using high temperatures and then reused.

In 1999 after purchasing the adjacent Simpson Timber Company property, Sun Valley converted 20 acres of land that had been covered with black top for the last 50 years, into prime agricultural soil, turning industrial land back to nature.

Crop rotation schedules in the field include crops with grass and nitrogen-fixing legumes.



From start to finish, Sun Valley is passionate about the details that achieve the best performance of our quality flowers. When you purchase Sun Valley Floral Farms’ VeriFlora™ Certified flowers, not only do you get our exceptional quality, you too can feel good about “doing the right thing.”