



Discover the Roots of Your Plants!



The GGN label and GGN label portal for Certified Floriculture



THE GGN LABEL FOR CERTIFIED FLORICULTURE*



Flowers and ornamental products that come from farms and nurseries that have GLOBALG.A.P. certified production processes can be labeled with the GGN label. The label works with the GLOBALG.A.P. Number (GGN), a 13-digit identification number assigned to each producer or producer group with a GLOBALG.A.P. certified production process. All floriculture products with the GGN label are certified in accordance with the GLOBALG.A.P. Flowers & Ornamentals standard.

GGN LABEL AND GGN LABEL PORTAL FOR CERTIFIED FLORICULTURE

Added Transparency from the Store to the Grower



THE GGN DELIVERS INFO ABOUT:



Origin



Farm



Plant



The GGN label portal for Certified Floriculture

Using the GGN printed together with the GGN label logo on the product packaging, consumers can learn more about the farms that have produced the GLOBALG.A.P. certified products at www.ggn.org. The GGN portal provides useful, engaging, and educational information about flowers and ornamental plants. It also explains what good agricultural practices are and how the certified farms* implement them. This direct line between the consumer and the original producer forms the basis of a chain of trust in floriculture.



BENEFITS OF USING THE GGN LABEL

1. Demonstrate your strong commitment to ensuring the best quality for your customers by buying and selling flowers and ornamentals from GLOBALG.A.P. certified production processes.
2. Make your products stand out from the competition and show your commitment to responsible and sustainable cultivation.
3. Source certified products from more than 1,900 companies in 41 countries worldwide.
4. The label connects consumers and growers by showing where the product was grown, adding transparency and trust in certified methods of cultivating flowers and ornamental plants.
5. Feature your farm and products on the GGN label portal.
6. Get widespread social media coverage as a farm with a GGN label license via an ongoing consumer information campaign.
7. Benefit from promotional material that you can share with your customers (visual material, point-of-sale leaflets, text proposals for your website, etc.).

THE GGN LABEL FOR CERTIFIED FLORICULTURE IS BASED ON THE GLOBALG.A.P. FLOWERS & ORNAMENTALS STANDARD



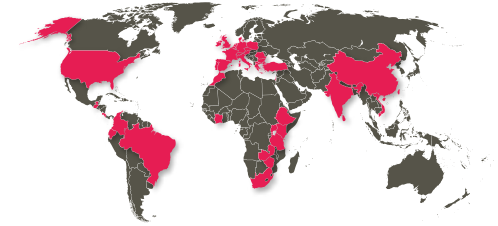
The GLOBALG.A.P. Integrated Farm Assurance (IFA) standard for Flowers & Ornamentals (FO) defines clear criteria to ensure good agricultural practices in nurseries and floriculture farms. It covers all stages of production, from pre-harvest activities (such as soil management, propagation material, integrated plant management, and fertilizer use) to responsible water use, environment and conservation, hygiene and security measures during harvest, and worker's health, safety, and welfare.

The GLOBALG.A.P. IFA FO standard is designed to help improve farm management, raise the efficiency of farm operations, protect environmental resources, and enable access to international markets around the world.

Flowers & Ornamentals Products Currently Available From Certified Farms**

- Bamboo and Ornamental Grasses
- Bedding Plants
- Cactuses/Succulents
- Cut Flowers
- Flowering Bulbs
- Garden Plants in Pots
- Hardy Plants
- House Plants
- Ornamental Gourds
- Perennials
- Trees
- Turf

More than 1,900 Companies Certified in 41 Countries.**



Austria	Greece	South Africa
Belgium	Guatemala	Spain
Brazil	Hungary	Sri Lanka
Bulgaria	India	Switzerland
China	Ireland	Taiwan
Colombia	Israel	Tanzania
Costa Rica	Italy	Turkey
Côte d'Ivoire	Kenya	Uganda
Czech Republic	Morocco	United Kingdom
Denmark	Netherlands	United States
Ecuador	North Macedonia	Vietnam
Ethiopia	Poland	Zambia
France	Portugal	Zimbabwe
Germany	Romania	

HOW SUSTAINABLE CAN FLOWERS BE?

To benefit humans and the environment – that is the core commitment of sustainable agriculture. As raw materials, such as clean water, are limited, the sustainable and responsible use of such resources will ensure the livelihoods of this planet's present and future generations. Therefore, the goal is to produce harvests that provide a good income without the exploitation of humans or nature. The sustainable cultivation of flowers and ornamental plants has set the following priorities:

Preserving Soil Fertility

Natural fertilizers, such as manure or plant waste, and the frequent changing of crops are two of the many ways to improve the quality of soil. In sustainable crop production, these methods are used not only to increase harvests in the short term. In the long term, they actually reduce the amount of fertilizer being used, and consequently the used soil can be maintained as a cultivation area.

Protecting Plants

Switching between different crops or using mixed seedlings help to keep pests and weeds in check. Sustainable



**ENVIRONMENTAL
RESPONSIBILITY**



**SOCIAL
RESPONSIBILITY**



**INTEGRATED PLANT
PROTECTION**



**WORKERS' HEALTH,
SAFETY, AND WELFARE**



**OPERATIONAL
EFFICIENCY**

production also ensures the responsible and economical handling of plant protection products, which minimizes the adverse effects on soil, water, air, and human health.

Enabling Biodiversity

In sustainable farming, not every wild creature is an enemy. Biodiversity measures are there to secure the habitats of wild plants and animals. This also improves growth. Wild

flowers or special nesting possibilities provide beneficial insects such as bees with a source of food and shelter.

Feeding People

The floriculture industry provides jobs to a large number of people. Sustainable farming ensures that these jobs are preserved and the employees are given a reasonable income as well as dignified living and working conditions.



GET THE GGN LABEL - REQUIREMENTS FOR PRODUCERS

You're a GLOBALG.A.P. Certified Farm?*

Tell Your Buyers About the GGN Label

1. Ensure that you have a GRASP assessment (GLOBALG.A.P. Risk Assessment on Social Practice) with full compliance status to demonstrate social responsibility.
2. Inform your partners in the supply chain that they will need Chain of Custody certification.
3. To establish a profile of your farm on the GGN label portal www.ggn.org, contact info@ggn.org.
The farm profile contains pictures and some informative data about your farm.
4. Inform your buyers that they can use the GGN label to show end consumers that the product they're buying was sourced from a GLOBALG.A.P. certified farm.*

If you pack your own products in a consumer package, please see the section for packers/traders.

Interested? Send us an e-mail:

info@ggn.org

GET THE GGN LABEL - REQUIREMENTS FOR PACKERS/TRADERS

You're a Packer and/or Trader?

Do You Pack Your Own or Your Client's Brand?

As the company that prints the GGN label logo on the consumer facing packaging, you need to fulfill all the following requirements:

1. Get GLOBALG.A.P. Chain of Custody certification: www.globalgap.org/coc.
2. **Important:** If you are a producer that packs their own products, you do not need GLOBALG.A.P. Chain of Custody certification, as this is already included in your GLOBALG.A.P. IFA certification for Flowers & Ornamentals.
3. Ensure certification of all partners in the supply chain.
4. Ensure that the farms you are sourcing from have a GRASP assessment (GLOBALG.A.P. Risk Assessment on Social Practice) with full compliance status to demonstrate social responsibility: www.globalgap.org/grasp.
5. Become a label licensee. Get information by sending us an e-mail: info@ggn.org.

For more information, send us an e-mail:

info@ggn.org



THE GGN LABEL FOR RETAILERS

**You're a Retailer, Hardware Store, Garden Center or Florist?
Give Your Customers Added Reassurance, Transparency and Confidence!**

The GGN label on the potted plants, Christmas trees, and bouquets of cut flowers** you sell translates into transparent and responsible farming practices for your consumers. To make sure your products carry the GGN label, simply inform your suppliers that you want them to print the GGN label logo on the packaging or the pots.

Your suppliers will then initiate the process and be responsible for fulfilling all the requirements. You as a sales outlet can use our point-of-sale material to inform your customers that they are buying products from certified companies.

*** Mixed and mono bouquets consisting solely of GLOBALG.A.P. certified products* without any wild gathered flowers or plants.*

For more information, send us an e-mail:

info@ggn.org



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**The terms 'certified plants', 'certified flowers and ornamentals', and 'certified products' refer to those products originating from a GLOBALG.A.P. certified production processes; the term 'certified farms' refers to farms with GLOBALG.A.P. certified production processes.*



www.ggn.org



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