

Cut Flowers* Production

World Flower Exports 9.3 billion USD



World Flower Imports 8.5 billion USD



*Includes: cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated, or otherwise prepared.

Sources: Trade Map - International Trade Statistics, 2019

Top 10 Countries Exporting Cut Flowers

Country	Thousand USD	% of Global Contribution
The Netherlands	4,603,636	49.3%
Colombia	1,474,824	15.8%
Ecuador	879,779	9.4%
Kenya	584,199	6.3%
Ethiopia	240,269	2.6%
Belgium	150,675	1.6%
China	119,942	1.3%
Malaysia	113,080	1.2%
Italy	103,983	1.1%
Belarus	82,615	0.9%

Source: ITC, Compiled from International Trade Statistics, 2019

Top-Selling Cut Flowers in Wholesale Markets

	Roses	Tulips	Chrysanthemums	Gerbera	Carnations
Turnover Million USD	10.9	5.6	2.8	2.6	2.5
Quantity Million Units	43.3	33.5	8.1	19.1	20.1

Source: International Association of Horticultural Producers (AIPH), 2018



Top 10 Latin American Producing Countries

Country	Thousand USD	% of Regional Contribution
Colombia	1,474,824	60.1%
Ecuador	879,779	35.8%
Mexico	35,463	1.4%
Costa Rica	29,624	1.2%
Guatemala	20,489	0.8%
Peru	8,215	0.3%
Chile	5,637	0.2%
Brazil	161	0.0%
Panama	116	0.0%
Nicaragua	37	0.0%

Source: ITC, Compiled from International Trade Statistics, 2019



Top Cut Flowers Sustainability Standards

Standard	Country	Number of Farms/Operations
Flor Ecuador	Ecuador	134
Florverde Sustainable Flowers	Colombia	111
Fairtrade	Ecuador	12

Sources: Flor Ecuador, Flocert and Florverde Sustainable Flowers, 2020

Top 10 Importing Countries

Country	Thousand USD	% of Global Imports
US	1,604,854	18.8%
The Netherlands	1,171,011	13.7%
Germany	1,157,584	13.6%
UK	844,759	9.9%
France	382,523	4.5%
Japan	360,410	4.2%
Russia	312,601	3.7%
Belgium	239,970	2.8%
Italy	188,636	2.2%
Poland	183,435	2.2%

Source: ITC, Compiled from International Trade Statistics, 2019

Top Cut Flowers Sustainability Standards

Standard	Number of Countries	Number of Farms/Operations
More Profitable Sustainability (MPS)	11	181
Flor Ecuador	1	134
Fairtrade	22	130
Florverde Sustainable Flowers	1	111
GlobalG.A.P.	10	90

Sources: Flor Ecuador, Fairtrade and Florverde Sustainable Flowers, 2020

THE FLOWERS JOURNEY

Cut Flowers is a specialized branch of horticulture, whose production requires specific techniques due to relatively short field growing, marketing season, and shelf life of cut flowers.



Production Systems
Cut flowers can be produced under two systems, namely open field and protected production (high tunnels and greenhouses which can be used all year-round).

Cultivar Selection

Cultivar selection should consider post-harvest longevity, suitability for growing in tropical conditions, and resistance to pests and diseases.



Site Selection and Soil Preparation

Optimum growth and yield of cut flowers results from well-drained, fertile soil and raised beds that ensure proper drainage.



Planting

Some seed-grown annuals can be "directly sown" into the beds, but most are best transplanted as seedlings which start in cell trays, called "plugs". Vegetative propagated perennials are produced as rooted cells.

Irrigation

Growing top-quality flowers and foliage requires consistent moisture. Most growers utilize drip irrigation as a time and water-saving alternative.



Fertilization

Requirements differ among crops. The most preferred fertilizer application method is through drip irrigation systems (fertigation).



Pest Management

Integrated Pest Management (IPM) and scouting is highly recommended as a money-saving and environmentally acceptable pathogen control.

Crop Harvest and Handling

Flowers are best harvested in the morning when they are cooler. Wet flowers and foliage are more susceptible to post-harvest pathogens.



Postharvest Handling

Proper post-harvest care of cuts is essential for maintaining high quality and a long vase life. The plant's life cycle continues even after harvest; as, harvested flowers remain vulnerable to damage and diseases.



Grading, Packing, and Delivery

Flowers are graded to ensure uniformity and compliance with customer requirements. Packing dry flowers close together for shipping prevents mold growth.

Funded by:



Sustainable Cut Flowers

Ecosystem Conservation

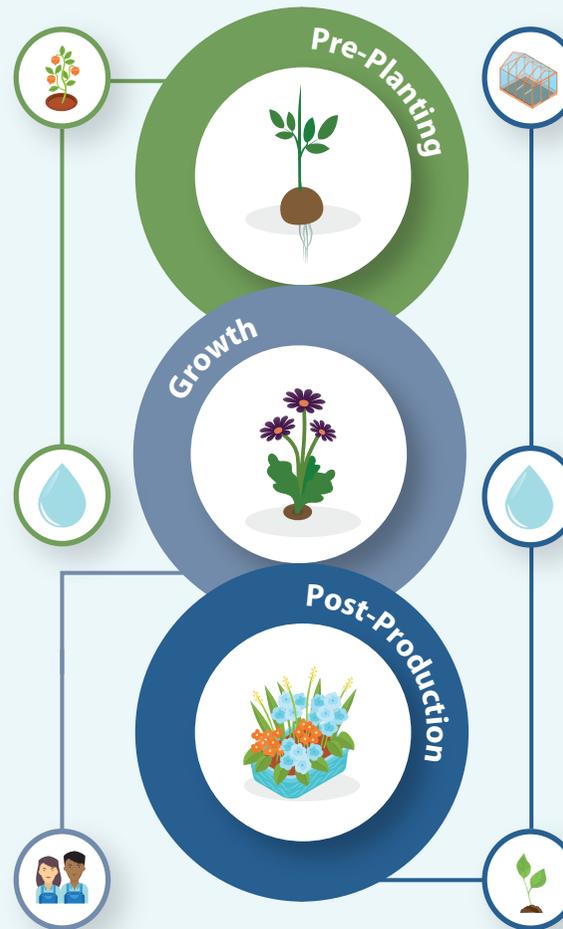
- Reduce chemical pollution
- Mitigate sources of direct and indirect greenhouse gas emissions
- Enhance monitoring of businesses' adherence to sustainable production practices
- Promote landscape biodiversity and conservation practices
- Ensure safe handling of fertilizers to prevent and control risks to the health of people and the ecosystem
- Help develop sustainable agricultural systems in rural areas

Water Conservation

- Encourage efficient use of water by using water-saving irrigation techniques and systems
- Manage and protect water catchment practices

Social and Labor Management

- Contribute to rural development in producing countries
- Generate employment opportunities and sources of income in pre- and post-harvest activities, especially for women
- Promote commitment to comply with ratified labor and social standards
- Promote freedom of association, collective bargaining, and workplace health and safety



Practices and Benefits

Integrated Farm Management

- Increase cut flowers production yields and efficient use of irrigation water, fertilizers, and pesticides
- Promote sustainably produced cut flowers at main international events, leading to fairer prices
- Encourage use of animal manure, green manure, and/or mulch as fertilizer to reduce greenhouse gas emissions
- Require implementation of preventative pest control methods and Integrated Pest Management (IPM) to reduce losses
- Reduce the use of farmland which could otherwise be used for food production
- Promote recycling of crop residues

Water Quality Management

- Promote the use of high quality irrigation water to fulfill market quality requirements
- Require carrying out risk assessment of the quality of water used in the cropping system
- Require monitoring of water used in post-harvesting processes to preserve quality

Soil Conservation

- Practice proper soil management - including substrates and fertilizers - to reduce production costs, conserve soil, and minimize contamination risks
- Implement strategies to prevent physical deterioration of soil and prevent erosion
- Promote application of fertilization based on crop needs and soil or substrate's characteristics to prevent loss of nutrients or contamination
- Evaluate impact of substrate on the environment and take steps to minimize this impact

About us: The eco.business Fund aims to promote business and consumption practices that contribute to biodiversity conservation, to the sustainable use of natural resources, and to mitigate climate change and adapt to its impacts. By providing financing for business practices that conserve nature and foster biodiversity, the fund seeks investments with both environmental and financial returns. The fund mainly provides loans to qualified financial institutions that on-lend the money to eligible borrowers, which include holders of recognized certifications or those making improvements in line with conservation and biodiversity goals. The fund supports sustainable operations in the sectors of agriculture, fishery (including aquaculture), forestry and tourism.

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