



Next Gen

LIVE!

Feb 23-25, 2025 | Dallas, TX

Turning Sustainability into Sales: Reaching the Eco- Conscious Customer

G R O W . C O N N E C T . L E A D .



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Moderator:
Melanie Spilbeler,
Choice Farms

Speakers:
Nicholas Chang,
Rosaprima

Liza Roeser, FiftyFlowers

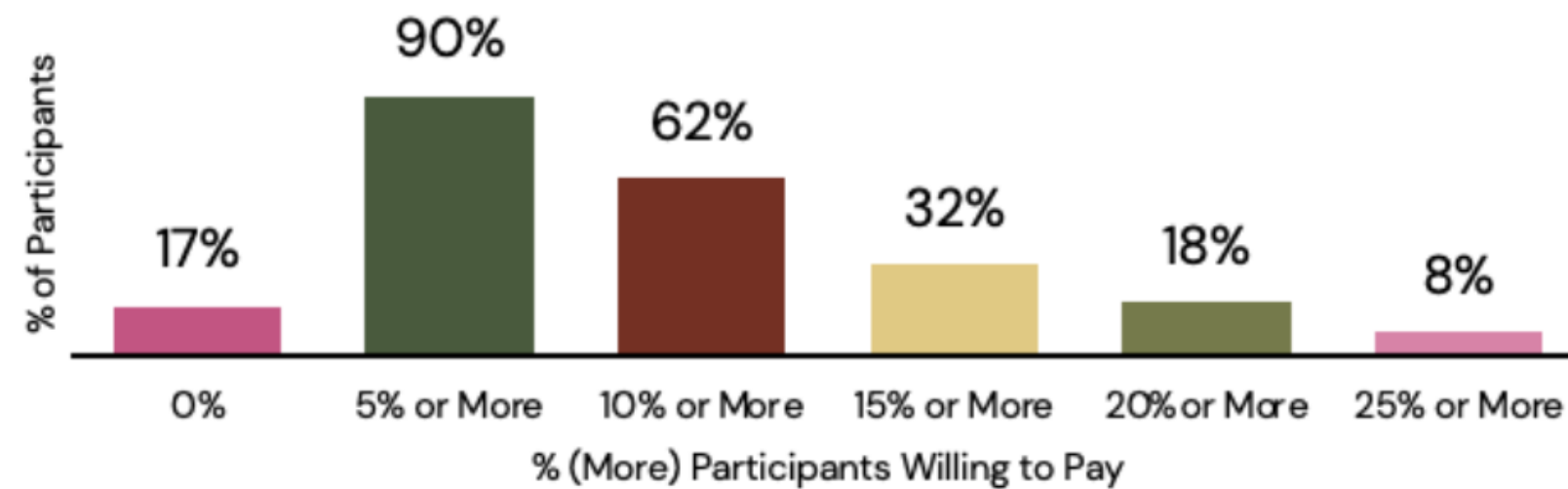


Turning Sustainability into Sales: Reaching the Eco-Conscious Customer

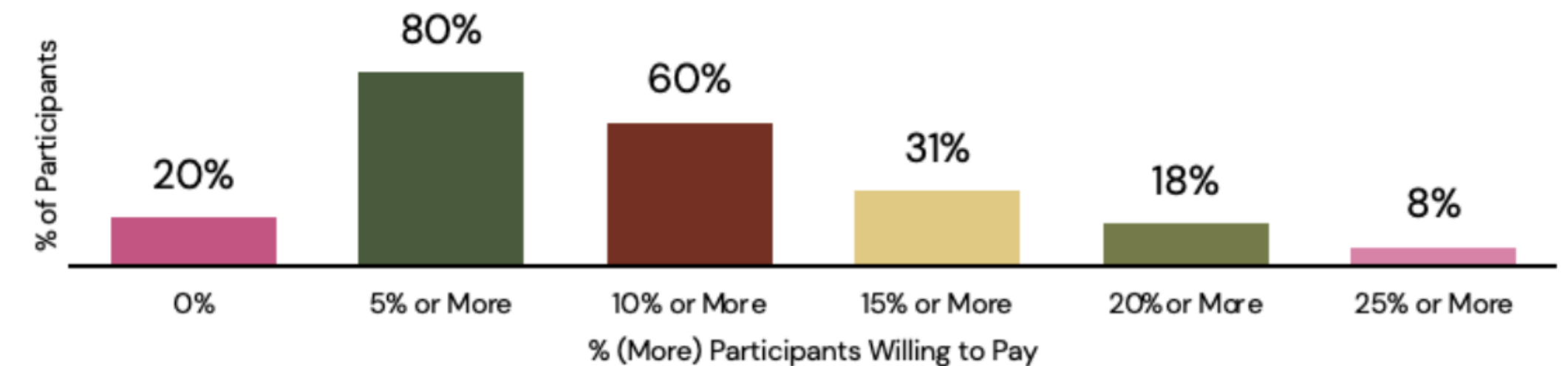
G R O W . C O N N E C T . L E A D .

Strongest Green Preferences

Willing to pay for a flower arrangement made using locally grown flowers



Willing to pay for a flower arrangement made by a retail floral provider that recycles their flower waste through composting rather than disposing of floral waste in a municipal landfill

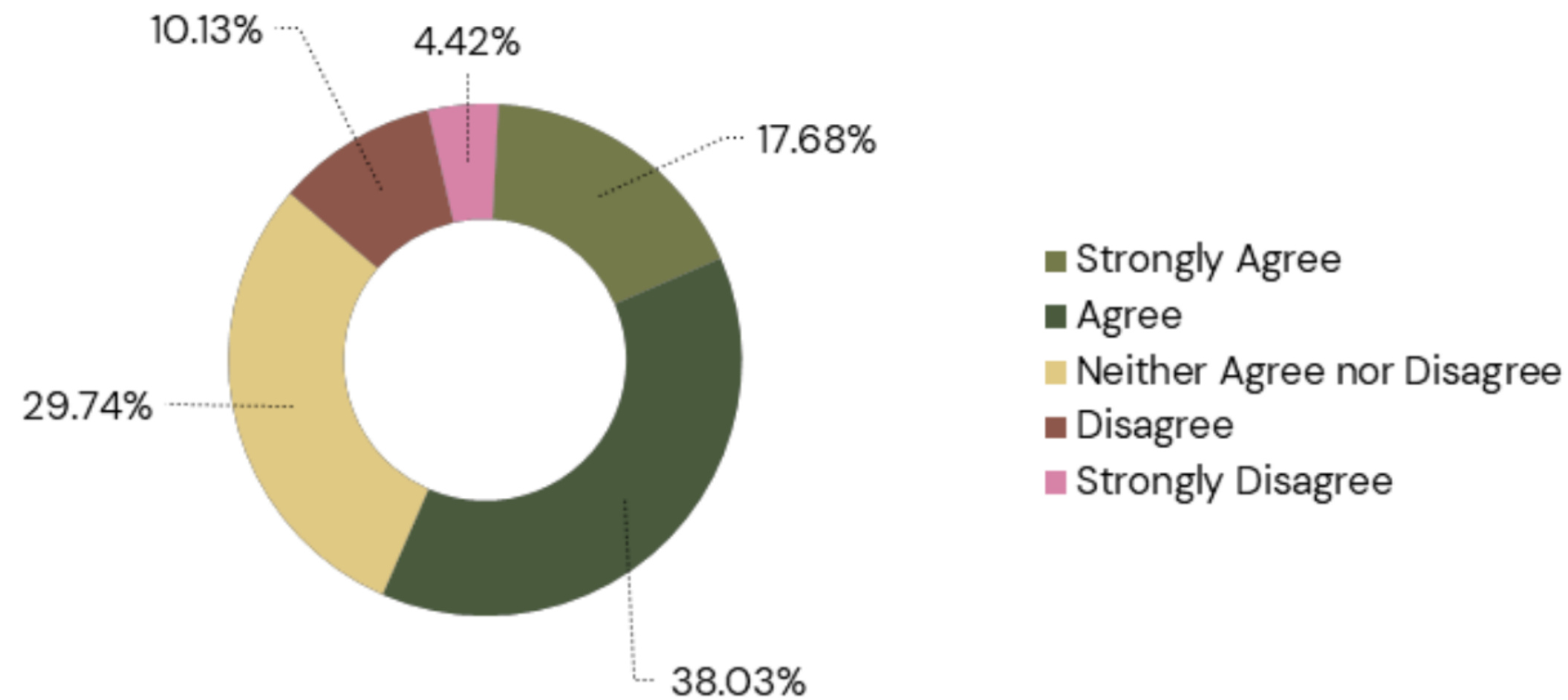


Participants indicated the strongest willingness to pay 10% or more for locally sourced flowers , followed by floral providers composting their floral waste .

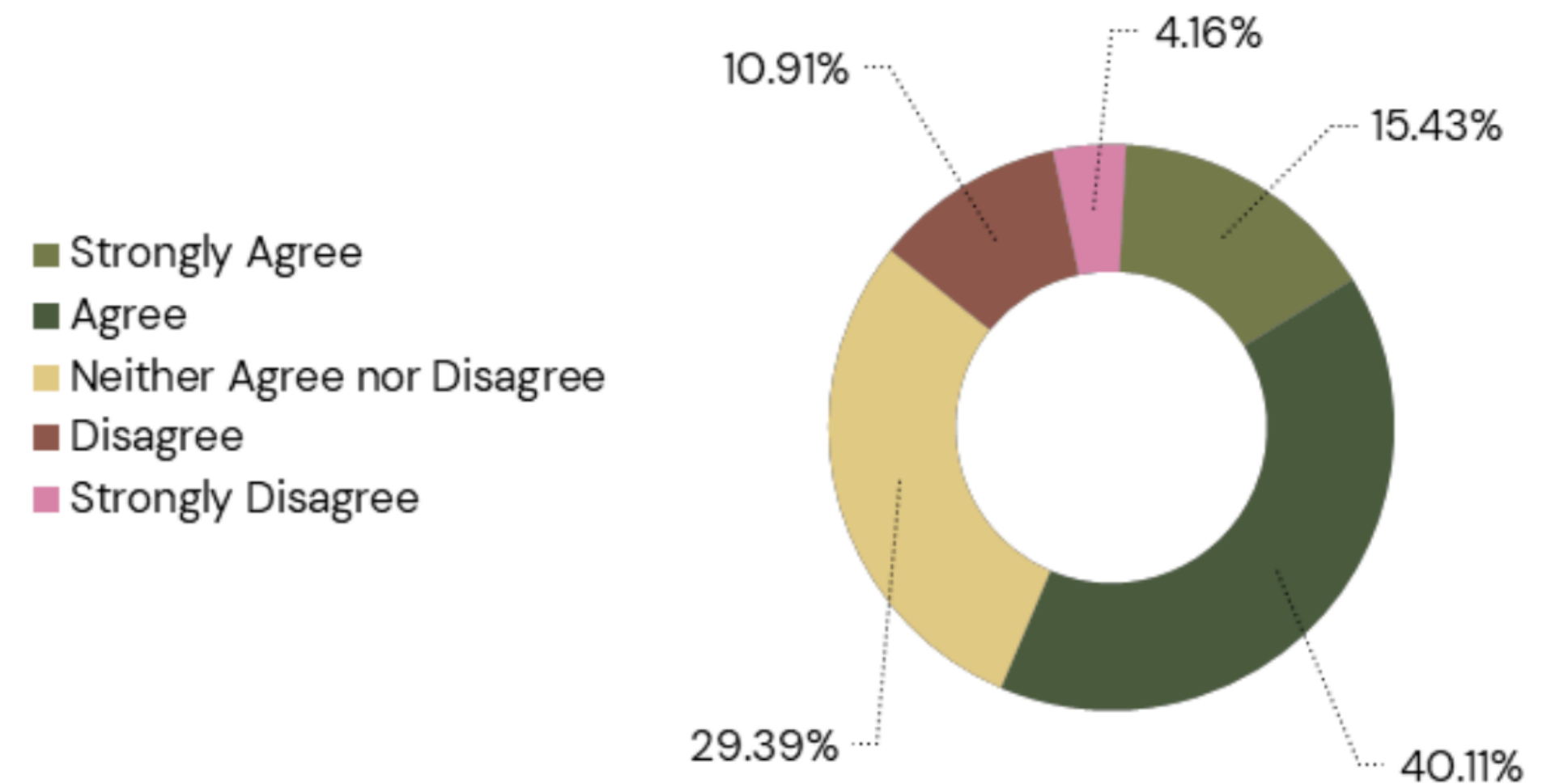
Overall Willingness to Pay

50% or more of the participants indicated a willingness to pay 10% or more for all the sustainable attributes they were asked about.

Certifications Matter



55.7% of the participants agreed or strongly agreed that they would be willing to shop at a certified floral provider over other floral providers based on the certification.



55.5% of the participants indicated that they would trust a certified flower provider's environmental standards based on the certification.

Rosaprima





Rosaprima's Marketing Campaigns

SUSTAINABILITY

Biochar: A Sustainable Rose Solution



Rose cultivation constantly faces challenges related to soil health, resource efficiency and environmental sustainability. In this context, biochar emerges as an innovative and promising solution. But what is biochar? Biochar is a type of charcoal obtained from plant remains and agricultural waste through pyrolysis. Unlike traditional charcoal used as fuel, biochar is applied to the soil to enhance its properties.

At Rosaprima, we are at the forefront of pioneering

sustainable practices in floriculture. This year, we have taken a significant step by incorporating biochar into our rose cultivation projects, recognizing its numerous benefits. With its ability to improve soil fertility and structure, promote microbial activity and enhance water retention, biochar is a game-changer in sustainable cultivation practices, leading to increased productivity and higher-quality roses.

The incorporation of biochar into our operations is a meticulous and rigorous process. We ensure that we

use only high-quality biochar, produced from organic raw materials without contaminants, and possessing a porous structure ideal for nutrient and water retention. Our dedicated operations team has developed specific processes for its effective application, ensuring that the roots have optimal contact with the soil-biochar mix, thereby maximizing its benefits.

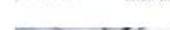
One significant advantage of biochar is its ability to reduce the need for chemical fertilizers. Enhancing the soil's natural fertility can decrease our reliance on synthetic inputs, promoting a more natural and resilient growing environment. Additionally, biochar's properties help improve plant resistance to diseases, contributing to healthier and more robust roses.



As research and practical experience continue to expand, biochar promises to be a key component in future agriculture. At Rosaprima, integrating biochar into our cultivation practices not only enhances our soil health but also aligns with our mission to produce iconic roses for life's extraordinary moments sustainably.

Biochar is not just a tool for today but a significant step towards a greener, more sustainable future in agriculture. By investing in innovations like biochar, we are not only leading the way in sustainable floriculture but also ensuring that our roses remain a symbol of beauty and environmental stewardship for generations to come.

Read Our Sustainability Report



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SUSTAINABILITY

Leyendo Aprendo: Rosaprima's Reading Project



Rosaprima's 'Leyendo Aprendo' Project is more than just a reading initiative, it's a transformative journey for the children in our neighboring communities. By instilling the joy and habit of reading, we are not only promoting education but also sowing the seeds of a brighter future for these communities, including the families of our employees.

Childhood is a crucial stage of human development. Understanding the profound impact we can achieve

by enhancing the learning environment for children in communities near Rosaprima, we have decided to focus on this cause, ensuring a brighter future for these young minds.

Reading is a gateway to knowledge and one of the best habits to foster. The educational gap in Ecuador makes this initiative one of the main goals for our sustainable efforts.

Rosaprima's 'Leyendo Aprendo' initiative was a collective endeavor meticulously executed in four communities:

San Luis de Guachalá, La Josefina, Tupigachi and La Espiga de Oro. We created dedicated reading spaces, each featuring a reading station, comfortable seating cushions, and a collection of books donated by our collaborators and others.

During the launch events in these communities, children's reading engagement experts led fun activities designed to spark attendees' interest and excitement about reading. By establishing these reading stations, we aim to enhance educational centers and promote reading among children in our zone, allowing these children to discover new world perspectives. These initiatives align with and support the Rosaprima Sustainable Development Goals managed by the ESG team.

Rosaprima's commitment to fostering the habit of reading and learning is resolute. We are steadfast in our dedication to ensuring that children in our communities have the resources and support they need to thrive, not just today but for the foreseeable future.



Key Statistics



Ecuador has a 3.7% illiteracy rate, according to INEC



With this initiative, over 1,000 children are benefited



Rosaprima delivered four equipped reading stations at the neighboring schools



The Rosaprima team donated over 100 used books in good condition



Educational experts selected more than 25 new books for this bookstation



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MORE THAN THE ENVIRONMENT

- People
- Tech
- Finances
- Community



KNOW YOUR BRAND

What is your purpose?

KNOW YOUR CLIENT

What do they care about?

WHAT AFFECTS THE BOTTOM LINE?

Business Value Lens

WHAT THE DATA TELLS US

Measure the Impact



Rosaprima's Sustainability Report





The Sustainabloom Website is a One-Stop Hub for Floriculture Sustainability Resources including:

- How-To Guides
- Practical Strategies
- Checklists
- Comprehensive Glossary
- Consumer Insights
- Latest Sustainability News



