

## The perfect time to promote friendly flowers

When it comes to families sharing their love and showing they care, not many occasions through the year beat Mother's Day. As a result, for many, it's the one time of the year when customers come over all sentimental. For some consumers it's also one of a handful (at most) of occasions when they'll buy flowers, which for florists like you, means it's one of the few occasions you'll get to promote the positives of your business.

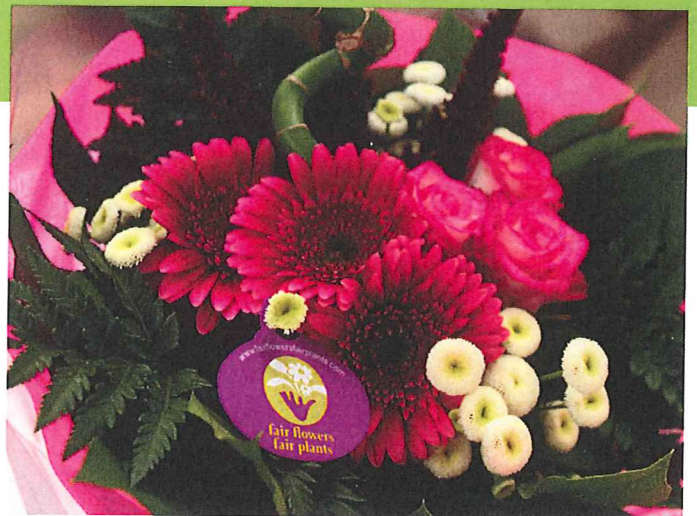
As a retailer, it therefore makes sense for you to make the most of the sopiness floating around at this time of the year, with the Fair Flowers Fair Plants (FFP) Label the perfect way to demonstrate that you too care about the world around us, from an environmental and social point of view.

Following its launch back in November 2005, the FFP organisation has worked to stimulate the production of, and the trading demand for, sustainably produced floricultural products that have a low impact on the environment and guarantee good working conditions within the enterprise. The FFP label gives the consumer the guarantee that what they have bought does satisfy the strict requirements in the fields of the environment and social conditions. Part of FFP is in fact a tracing system that guarantees the cultivation method and the future of the products.

Since that time, more and more florists both here in the UK and overseas have signed up to be a part of FFP, with many of those enjoying the benefits of increased sales having appealed to the kindness of customers who would welcome the opportunity to buy from a friendly, caring business.

But what FFP labelled products are available to florists here in the UK? The answer is far too many to list here, with some 400 plus different cut flower and plant varieties grown by FFP registered (or accepted) growers, with literally hundreds of millions of stems and plants carrying the FFP label.

Luckily, to help you out, the FFP website ([www.fairflowersfairplants.com](http://www.fairflowersfairplants.com)) has a useful search function that allows you to find out what's being grown. Handily for Mother's Day, you can also search via colour – simply click on 'Find supply' on the website.



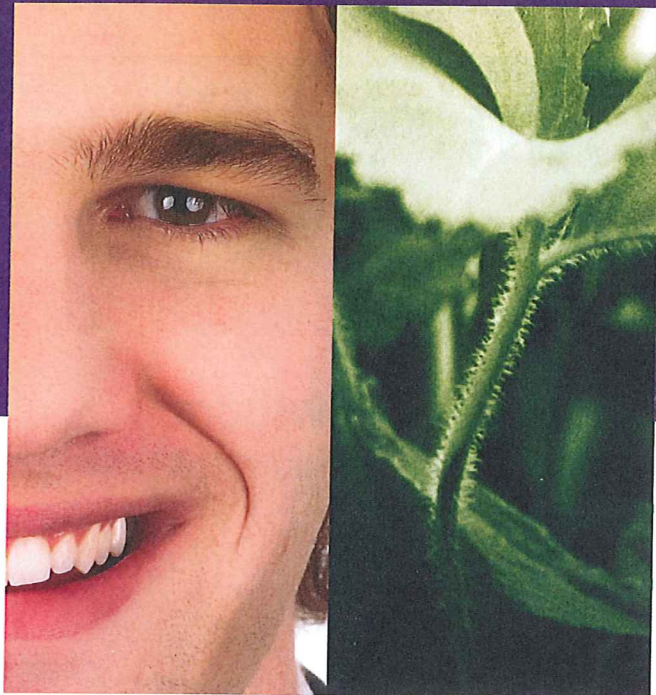
### How do I find an FFP wholesaler?

If you're looking to get hold of some Fair Flowers Fair Plants products for Mother's Day, look no further than the FFP website again. Click on 'Find participants', select Trader and the United Kingdom from the relevant drop down boxes and you'll discover a list of wholesalers serving the UK. It's also worth checking with your Dutchman, as many Dutch exporters have also signed up to the label.

### How can wholesalers get involved?

With the production in place and more growers signing up all the time, it's perhaps surprising then that there's such a shortage of UK based wholesalers participating in the FFP concept, making the most of the undoubted demand from florists already frustrated that they can't get hold of their products.

Signing up is easy and costs just €250 – a bargain considering the potential the label offers. For a full list of requirements, log on to the FFP website. The most important condition is being able to secure the tracing within the chain.



**fair flowers  
fair plants**

## Effective promotion

### So how do registered florists make the most of FFP?

In terms of display, matters are made a whole lot easier thanks to the supply of a wide range of different point-of-sale materials when florists sign up to the label. Hanging banners, A1 posters, information leaflets and a first stock of the guarantee FFP tags are all supplied in the welcome pack. This can all be used to dress an area in the shop, whether it's one table in the corner or a full-blown display complete with shelving and more. Whereas the FFP guarantee labels (tags) are to be attached to the 100% FFP plant or bouquet, as condition for the florist that participate. Of course the PoS materials must be displayed with only FFP flowers or plants, but aside from that all the usual display tricks can and should be used.

With regards to direct mailing, florists who sign up have the opportunity to purchase promotional leaflets that can be inserted within mailings or inserted with statements. Often, large corporates will be sensitive to products that are environmentally and socially friendly, so why not use the FFP benefits as a selling tool? The promotional leaflets are there for you to use however you want – whichever method you choose it can only do you good!

The third way to promote Fair Flowers Fair Plants is via the Internet. Perhaps you could have a page dedicated to Fair Flowers Fair Plants that outlines your FFP products and explains a bit more about the initiative. It's relatively simple and easy to do, but it's an effective marketing tool!

Plus, don't forget that all florists, and of course wholesalers, who sign up to FFP are listed on the FFP website with a link to your website. All-in-all not bad given the low cost of joining (see right for more).



## How do I participate?

As a retailer, becoming part of the Fair Flowers Fair Plants initiative is straightforward. The criteria for participation is:

- You must sign up to become a participant of FFP (current cost is just €50 per year)
- You can only sell products under the FFP label when they are bought as FFP products
- FFP flowers and plants must be sold with a special label as guarantee to the consumer
- You are expected to purchase the labels and extra FFP promotion material (a trial parcel is supplied free on registration)
- Be able to demonstrate from which FFP supplier they were purchased
- Participating retailers must cooperate with checks

In return, participants will receive an information pack, and be listed on the FFP website so that consumers can find you. Participation also opens up a whole host of marketing opportunities. Besides the link to their own website, participants can extend their company profile with promotional texts and pictures. For only €50 a year, it makes a lot of sense and registration is easy!

To register, for more information on FFP and to source registered producers, exporters, wholesalers and florists, go to [www.fairflowersfairplants.com](http://www.fairflowersfairplants.com) call +31 174 615 707 or e-mail [info@fairflowersfairplants.com](mailto:info@fairflowersfairplants.com)

**Productschap**  **Tuinbouw**

Co-financed with support from the Horticultural Commodity Board