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Alexandra Farms earns Florverde certification for 2024-25



[Alexandra Farms](#) has earned the Florverde Sustainable Flowers certification for the 2024-25 period, recognizing the company's commitment to high environmental and social standards. This achievement follows rigorous auditing of both the company's San Ignacio and El Jardin farms, affirming that Alexandra Farms meets the sustainability and employee care criteria set by Florverde. While the San Ignacio farm has earned this certification consistently over the years, the El Jardin farm's recertification marks a significant milestone for the company.

Oscar Munevar, farm supervisor at Alexandra Farms, emphasized the importance of certification in assuring customers that the company's products are not only of high quality but ethically produced. "It's important for us to become certified as a guarantee that our product is not only high quality but

also ethically produced, demonstrating commitment on social, environmental and even economic levels," he said. "This certification confirms our reliability and instills confidence in our customers."

The certification process involved a thorough audit conducted by Naturacet, an external certification partner, over three days. Florverde's certification requirements focus on three key principles: sustainability through environmentally responsible production processes, a safe and supportive work environment for employees and the provision of guaranteed benefits that meet or exceed legal requirements.

To meet Florverde's standards, Alexandra Farms has implemented several sustainability programs. One such initiative is the Phytosanitary Control and Secure Handling of Pesticides Program, which focuses on minimizing pesticide use and protecting both the environment and farmworkers. The farm uses natural pest control methods, including native spiders, instead of relying on chemical treatments.

The Water Management and Preservation Program promotes efficient water usage to ensure long-term environmental sustainability. Alexandra Farms carefully monitors water consumption, uses rainwater and recycled water when possible, and continuously improves irrigation systems to maintain healthy crops while minimizing water waste.

The Soil Management Program further supports sustainability by reducing supply costs and preventing soil erosion. The farm uses coconut fiber and rice husks as growth mediums, which help preserve soil quality and eliminate the need for harmful fertilizers.

The Landscape and Biodiversity Program is designed to reduce the environmental impact of farm activities. This program ensures that the natural landscape surrounding the farms is managed carefully to preserve biodiversity and mitigate environmental degradation.

To reduce its carbon footprint, Alexandra Farms has implemented the Maintenance, Carbon Footprint and Energy Program, which includes the use of renewable energy sources across both farm locations. Employees are trained to optimize energy use, contributing to the company's efforts to reduce its impact on climate change.

Finally, the Integral Residue Management Program focuses on the safe disposal of pesticides, herbicides and fungicides. Employees are trained to properly handle and dispose of chemical residues, minimizing the risk of environmental contamination.

In addition to its environmental efforts, Alexandra Farms places a strong emphasis on employee welfare. Florverde's certification also confirms that the company meets legal requirements for creating a safe and healthy work environment, with additional practices in place to ensure employee well-being.

Emilsen Cubillos, head of Human Resources at Alexandra Farms, noted that the company fosters a culture of self-care, collaboration and sustainability. "We instill in our employees the importance of self-care, promote sustainability, health and collaboration in the workplace and create spaces for discussion, active participation, learning and integration," Cubillos said.

The company also offers various benefits to its employees, including financial assistance for nutritional needs, mental health services, and access to legal and external business resources. Alexandra Farms provides on-site Personal Protective Equipment (PPE), scheduled breaks, and safe

spaces such as lactation rooms. The company also promotes family values, offering recreational activities for employees and their families during holidays and special celebrations.

Alexandra Farms remains committed to sustainable practices and ethical business standards. The company's continuous efforts in environmental stewardship and employee care ensure the ongoing delivery of ethically produced, high-quality products to customers around the world. Through meticulous planning and adherence to responsible practices, Alexandra Farms is proud to contribute to a more sustainable and equitable floral industry.

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