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Sustainabloom and GLOBALG.A.P. North America team up to host webinar on demystifying certifications

May 7, 2025

[Sustainabloom](#), by the American Floral Endowment, is proud to partner with [GLOBALG.A.P. North America](#) to present an upcoming webinar for professionals across the floriculture industry on demystifying certifications.

This free [webinar](#) will take place on May 29 at 1 p.m. and will offer growers and producers guidance on how to leverage Sustainabloom's resources to assess their progress toward more sustainable farming practices and evaluate if third-party certification is right for them.

With increasing pressure from consumers and retailers for transparency in production processes, floriculture businesses are seeking ways to understand what's required and how to navigate their options. This webinar will empower attendees to do just that.

Many growers are already implementing responsible practices—this session will help them recognize those efforts and determine where they can still improve. Sustainabloom's tools and resources will be highlighted throughout the webinar including user-friendly educational guides, assessment tools, funding opportunities and information on certifications.

This session will also outline how current sustainability efforts can lead to third-party certification. Key takeaways will include:

- You're already doing great things, let's acknowledge that!
- How to make the most of available resources through Sustainabloom
- What third-party audits look for—and how to bridge the GAP
- Learn about the process of moving from good practices to certification

Antonio Restrepo, Producer Relations Manager at GLOBALG.A.P. North America, will present key insights from his extensive experience supporting growers across the Americas. Antonio's background includes quality assurance, food safety and sustainability program implementation, making him uniquely positioned to demystify the certification process and offer practical advice on aligning existing practices with third-party requirements.

The webinar will also include a live Q&A session where attendees can gain further insights from Restrepo and members of the Sustainabloom team.

"As retailers continue to raise the bar on sustainability expectations, we're working to empower growers with the knowledge and tools they need to meet these needs," said Debi Chedester, CAE, executive director of the American Floral Endowment. "This collaboration with GLOBALG.A.P. helps expand our educational reach and help growers thrive in a changing market."

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