



COLOMBIAN FLOWERS AND ECO-LABELS

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The Colombian Flower Industry





Industry data

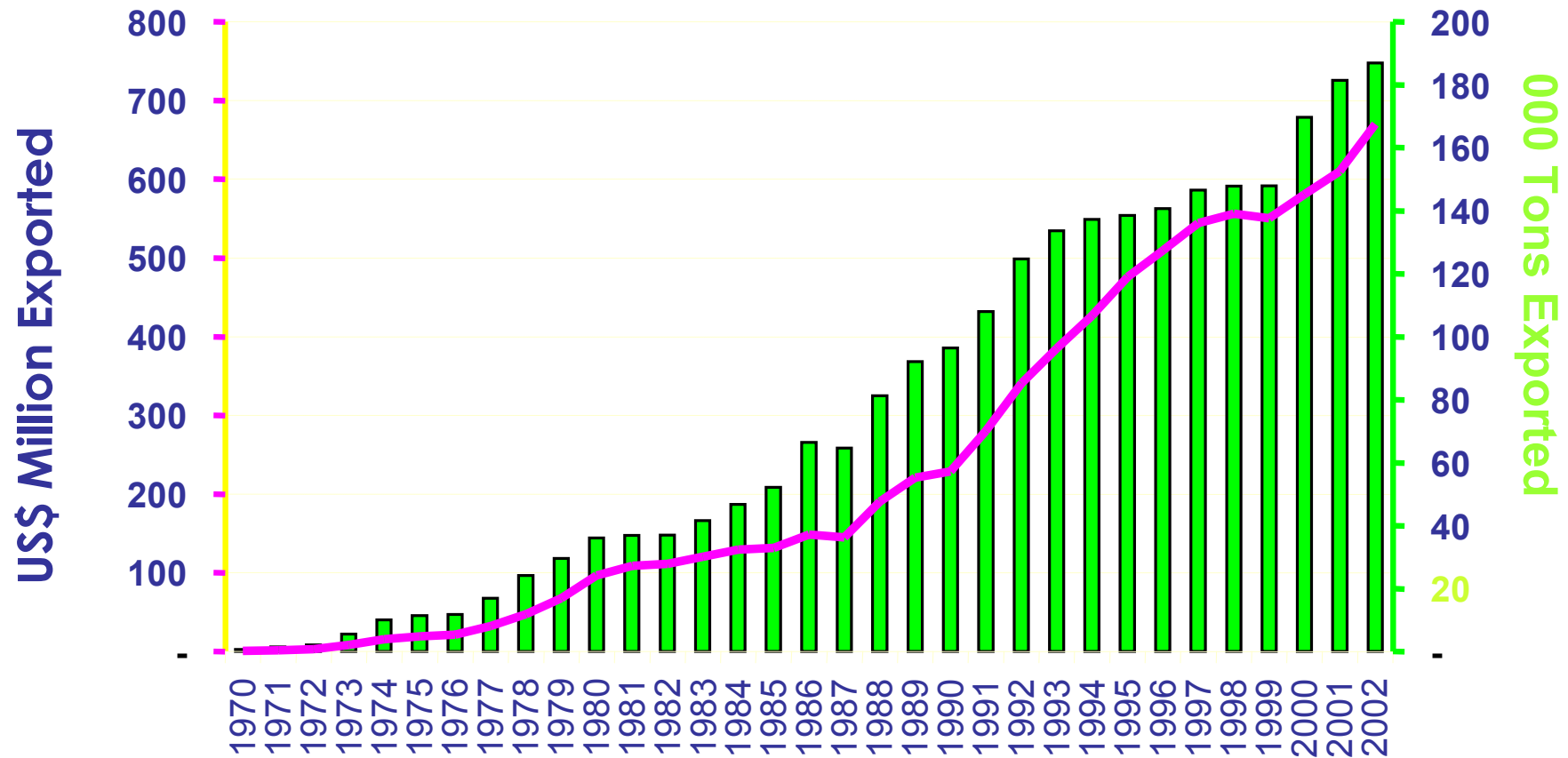
- **5906 hectares (15,000 acres) of greenhouses**
- **US\$ 672 million (2002) FOB exports**
- **Generates over 88.300 direct jobs and 75.000 indirect**
- **Around 800,000 Colombians depend on floriculture**
- **65% of the employees of the flower industry are women**



- **Flowers are the first non traditional export (10.5% of NTE)**
- **Flowers represent 4% of agricultural GDP**
- **Equivalent to 16% of the GDP for the Bogotá-Cundinamarca region**
- **Flowers exports account for 85% of the international air cargo of Colombia's main airport (El Dorado)**



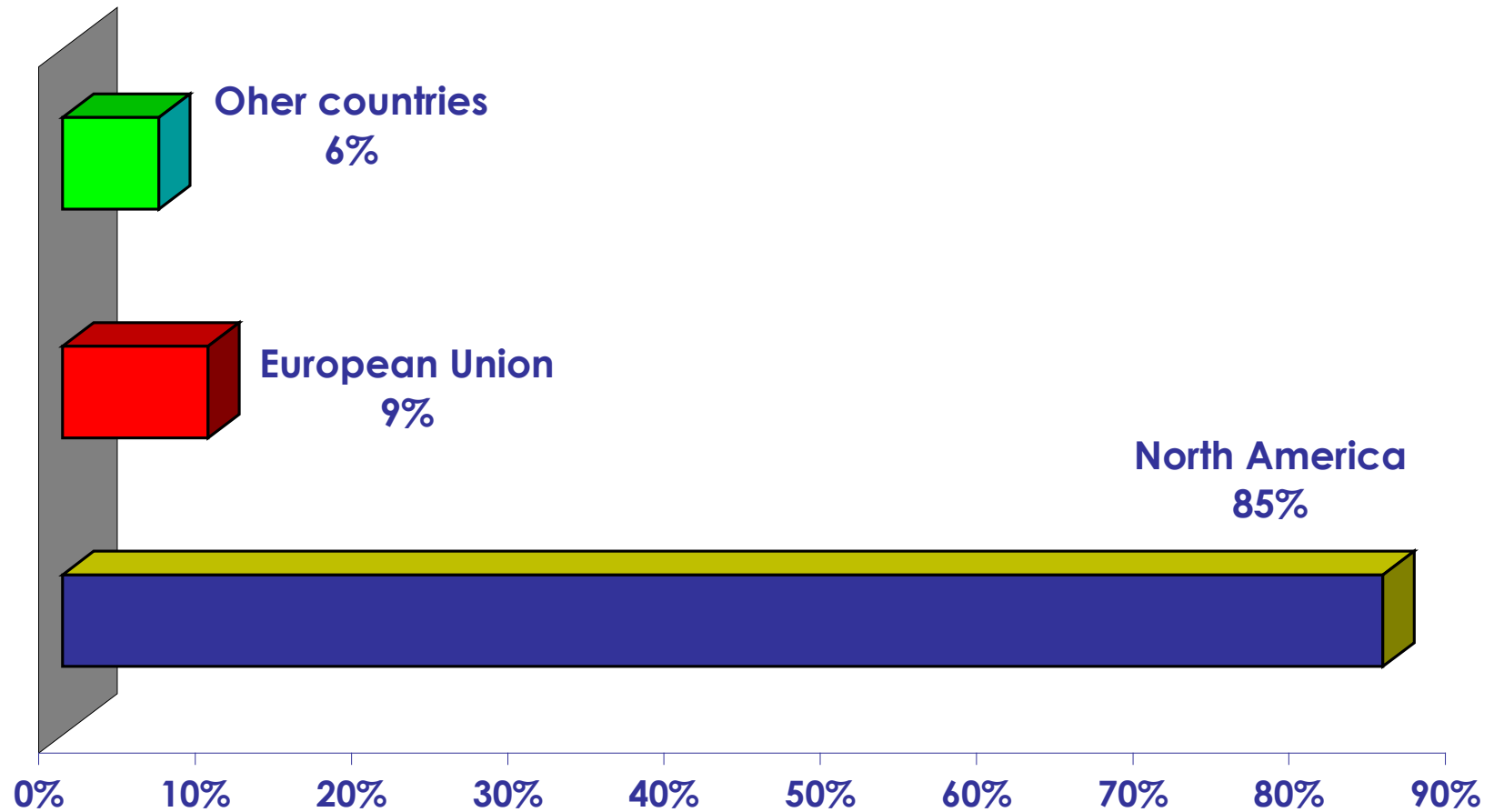
• Volume and Value of Flower Exports



Source DANE / DIAN, and ASOCOLFLORES



• Main export markets 2002





Per capita consumption

1999 - In Euros

#	Country	Per Cap.	#	Country	Per Cap.
1	Switzerland	82	14	Slovakia	28
2	Norway	58	15	Ireland	23
3	Austria	45	16	United States	20
4	Belgium	41	17	Spain	18
5	Denmark	39	18	Greece	14
6	Finland	38	19	Portugal	14
7	Germany	38	20	Hungary	10
8	Italy	35	21	Czech Republic	9
9	Sweden	35	22	Croatia	7
10	Japan	33	23	Poland	7
11	Netherlands	32	24	Slovenia	5
12	France	31	25	Russia	1
13	United Kingdom	30	26	China	1



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Florverde®'s Goal

**Sustainable and competitive
floriculture**

**Economic, social and environmental
sustainability**



Social Area

1. Personnel Administration

- Contracts
- Payments
- Information to employees
- End of contract
- Files



2. Occupational Health and Welfare

- Hygiene and safety
- Welfare programs for a better quality of life

3. Training and Development

- Training of workers in their labor and in personal growth subjects



Environmental Area

1. Pests and Pesticides

- Pest and disease monitoring (scouting)
- Safe handling of pesticides
- Reducing pesticide waste
- Chemical risk control
- Reducing pesticide use
- Use of allowed pesticides in COL, EU, USA
- No use of Methyl Bromide



2. Soil and Fertilization

- Nutrient monitoring in fertilizing solution, substrates and soil, and in leachates and percolating water.
- Soil properties.
- Fertilizer storage.
- Reducing nitrogen fertilizer use.

3. Water

- Decision of amount of water used based on technical criteria.
- Legal permit for water use.
- Water meter at source.
- Substitution of ground water by rain water.



4. Landscaping and biodiversity

- Biodiversity and coverage.
- Permit by land planning authority.
- Esthetics at work place.

5. Waste

- Responsible management of organic waste, other solid waste and pesticide packaging.
- Zero effluents from postharvest activities or from pesticides or fertilizers.
- Reducing emissions from boilers, ozone depleting substances (cold rooms) and no burning of waste.

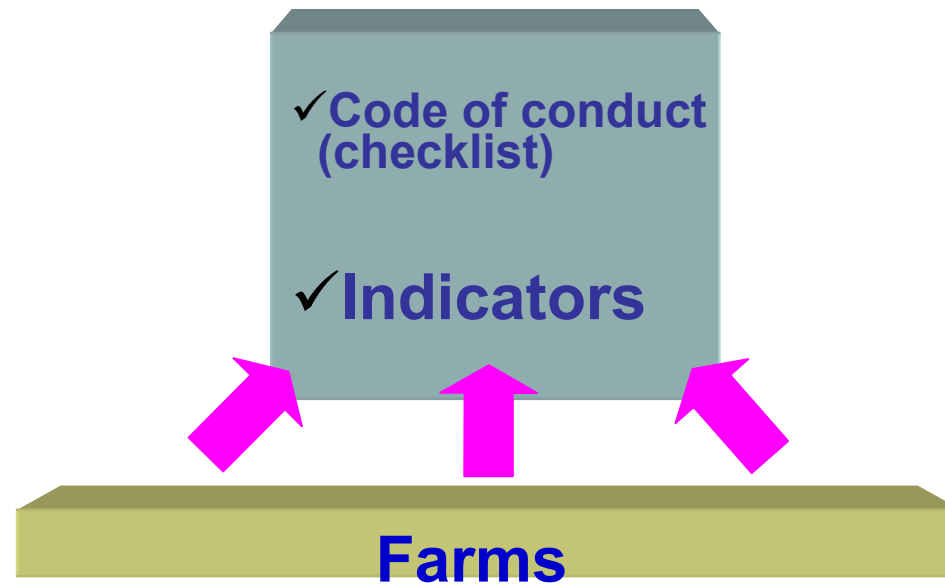


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Strategy 1: Benchmarking

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Strategy 2: Support

- **Advisory visits**
- **Workshops and conferences**
- **Best practices manual**
- **Environmental guide for flower growers**



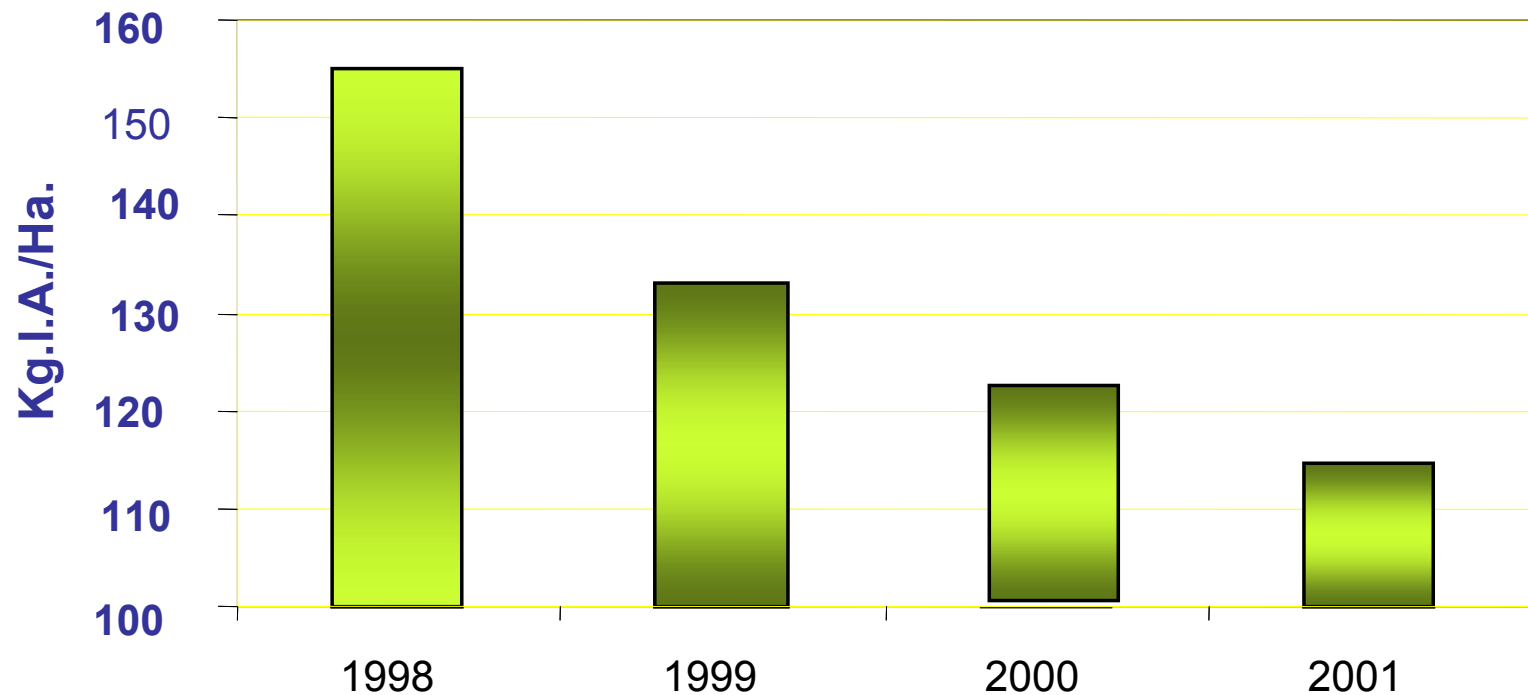
GENERAL RESULTS 1996 – 2002

- **81% MONITOR SOILS, AT LEAST MONTHLY, FOR NITRATE CONTROL TO AVOID WATER POLLUTION**
- **80% MEASURE QUANTITY OF WATER LOST BY THE CROP AND THE SOIL**
- **81% PROCESS PLANT RESIDUES**
- **91% MAKE THEIR PAYMENTS TIMELY**
- **91% HAVE UPDATED EVALUATION OF RISKS IN HEALTH AND OCCUPATIONAL SAFETY**



Kilograms of pesticides used / Ha/ Year

Average use of active ingredient per Ha
All types of flowers



Results of high performance in more than 100
farms (67% of participants)



Document G/TBT/W/60

- **Despite the efforts described to improve environmental protection, the Colombian flower-growing sector has encountered restrictions on its exports by means of environmental measures.**
- **These restrictions to have not taken the form of laws or labelling or packaging regulations, but have resulted from the proliferation of private environmental labels being proposed by a variety of organizations.**



- **The proliferation of private labels sold by private organizations based on divergent and dissimilar criteria would lead to significant trade diversion by favouring demand for flowers displaying those labels, without adequately informing the consumer as to the nature of the labels, the way they are supervised or even how they actually come about. This could lead to market disruption which would then be very difficult to correct.**



The most risky aspects of private eco-labelling are:

- **The lack of supervision or compliance with internationally accepted standards guaranteeing transparency, impartiality and objectiveness in the demands made and the absence of monitoring to allow for self-correction.**
- **The absence of any common minimum parameters, which means that the consumer does not receive comparable and intelligible information.**
- **The impossibility of complying simultaneously with the different requirements and checklists issued by each organization for each country.**



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