



Changing the world... One flower at a time.

LA VIE EN ROSES. February 2004. Imagine if we took Planet Earth in our arms and talked to her of love?

More and more, people are talking about environmental protection. About having a global consciousness. About humanitarian awareness. Where do the products we buy come from? Reports about unfair working conditions and disastrous environmental practices have affected sales in many industries. From running shoes to clothes, from coffee to fresh produce, the time has come to ask questions... and get answers.

Even the flower industry has undergone intense scrutiny, including scandalous reports on floriculture farms of South America. That's how consumers here have discovered disturbing facts about a product which we import in great quantities. The exploitation of children, serious health problems among workers, work weeks of more than 60 hours in unsafe conditions, the destruction of the surrounding eco-systems, and other shocking information make for a situation that is thorny... to say the least. But, out of this, a trend towards environmental and social responsibility has emerged. More and more, people are pushing for green products. That's how the idea of the **Sierra Eco** label blossomed.

Sierra Eco Flowers takes the lives of their flowers to heart!

As the largest flower distributor in Eastern Canada, the Sierra Eco label supports the production and trade of flowers that respect both people and the environment. We are the market leaders, being the first to offer an ethical, more aware choice for consumers. Sierra Eco certifies farms in Equator and Colombia that have adopted environmentally sound production methods and adhere to high safety standards and working conditions.

A significant reduction of pesticides, herbicides and fungicides, recycling, composting, and the responsible elimination of waste. A quality of life for workers and their families according to fair trade practices which offer safe working conditions and guaranteed pay. School programs, medical care, housing and recreation facilities. The protection of drinking water reserves. Farms that have the **Sierra Eco** seal are bound by criteria established by international organisations and independent inspectors check that farms are in conformity with these standards.

Sierra Eco Flowers speak the new language of love for Valentine's Day. Changing the world, one flower at a time!

For more information, please read the documents included in this press kit, visit us at www.sierraeco.com, or call Andrea Leckman at 1-514-733-3515 ext. 270.