

SUSTAINABILITY SPOTLIGHT



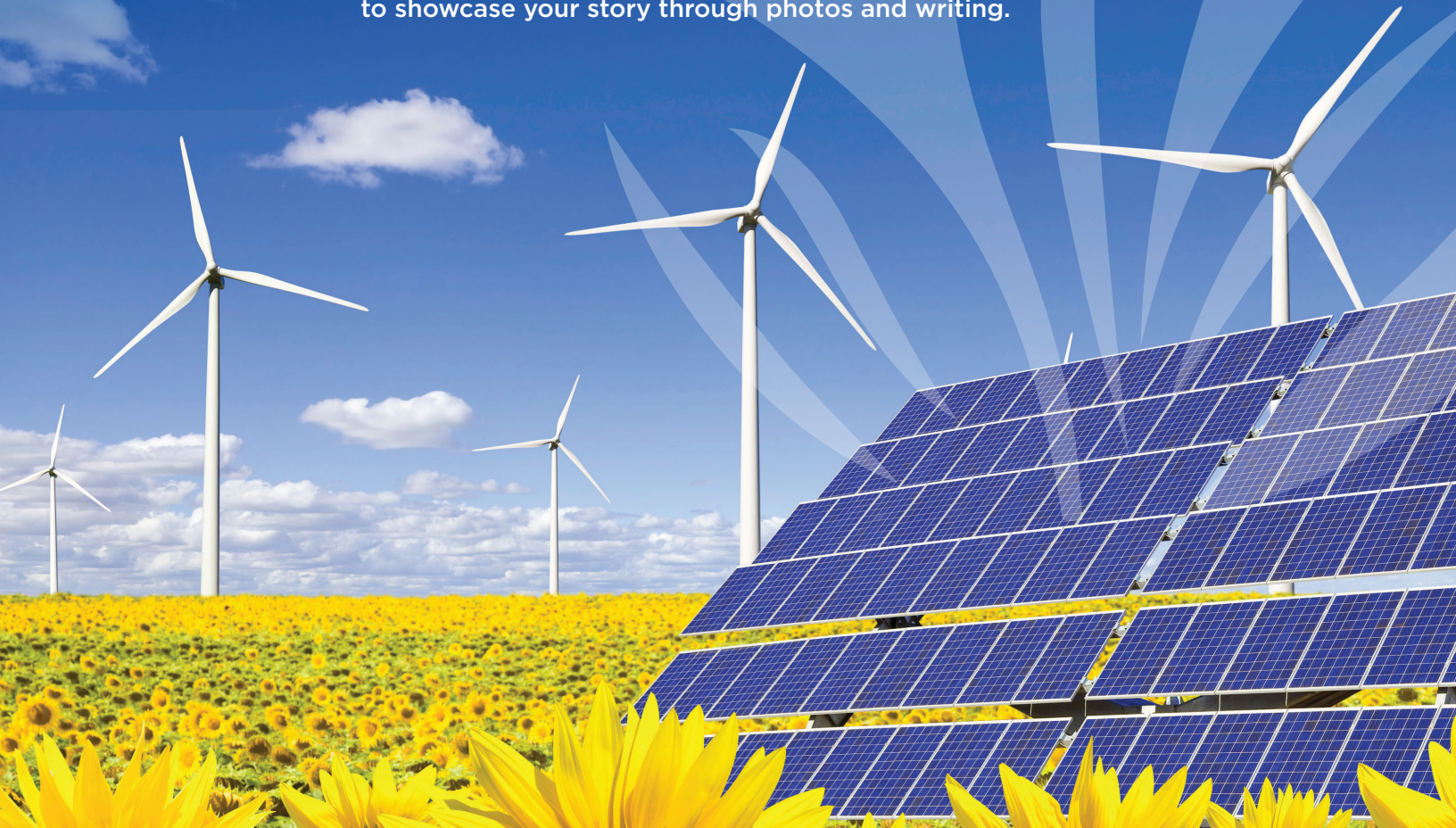
The Society of American Florists is looking for industry retailers, wholesalers and growers to showcase their sustainability practices for an upcoming Floral Management insert.

Highlighting important practices — from conserving water and electricity usage, using renewable energy, creating less waste and reducing carbon emissions — also sets an example for other companies and sets the bar for the industry.

SAF supports and encourages sustainability efforts in all sectors of the industry, and advocates for change that encourages business and climate health. After all, the changes in the climate will have a lasting impact on the floral industry — and the world.

Sustainability success stories also demonstrate to elected officials that the floriculture and horticulture industries are proactively addressing their impact on a changing climate.

Support SAF's 2022 sustainability effort by sharing valuable information for the industry. This industry showcase will be distributed with the March/April issue of Floral Management. Two turn-key options provide the opportunity to showcase your story through photos and writing.



Interested in being a part of the Society of American Florists' Sustainability Showcase?

We are offering a one-page and two-page spread to showcase your sustainability efforts.

Sustainability in Bloom

Rotree brings water conservation to floral farming.





At Rotree, we are dedicated to green practices—including water conservation—when it comes to growing our award-winning flowers.

Rotree Farms
127 Farmstead Drive
Prescott Valley, AZ 86345
888-978-6345
rotreefarms.com

Pollinator Power

International Flower improves floral production with its line of pollinators, hives, and habitat products.



International Flower
987 Woodstock Road
Appleton, WI 54915
888-978-6345
internationalflower.com

Two-page spread: \$2,000
Editorial assistance fee is an additional \$800

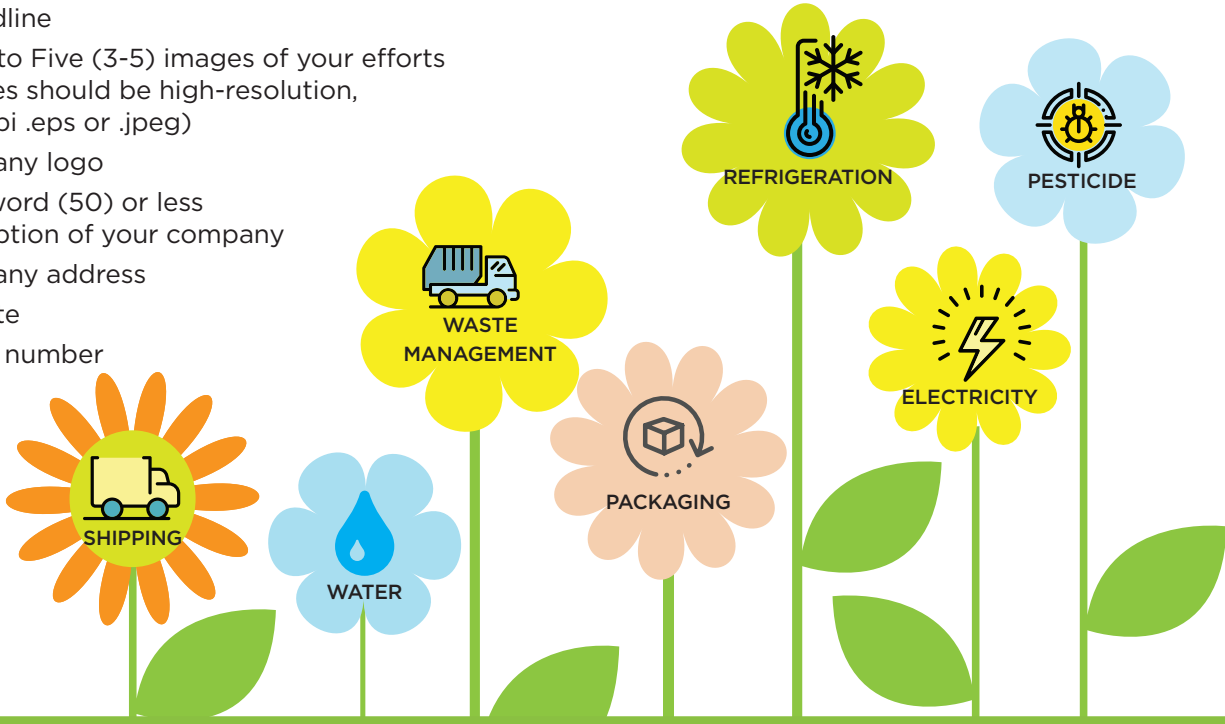
- 500 - 700 word description of your sustainable efforts

One page: \$1,500
Editorial assistance fee is an additional \$800

- 300 - 500 word description of your sustainable efforts

All participants must submit the following:

- A headline
- Three to Five (3-5) images of your efforts (images should be high-resolution, 300 dpi .eps or .jpeg)
- Company logo
- Fifty-word (50) or less description of your company
- Company address
- Website
- Phone number
- Email



Sheila Santiago
Director of Publishing
ssantiago@safnow.org | 703-838-5225
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