



Press release
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For immediate release

FSI STRENGTHENS GLOBAL RECOGNITION OF GOOD PRACTICES

New FSI-Compliant Toolkit helps growers demonstrate recognised good practices and supports consistent communication across the floriculture supply chain

The Floriculture Sustainability Initiative (FSI) has published its new **FSI-Compliant Toolkit**, providing growers, traders and retailers with practical guidance on how to use FSI-Compliant status accurately and consistently in a business-to-business context.

The toolkit has been developed in response to the growing adoption of certified and FSI-Compliant production across international markets. As more growers demonstrate that they are FSI-Compliant, a common understanding of what FSI-Compliant means has become increasingly important. The toolkit supports consistent communication and strengthens a harmonised approach to demonstrating good agricultural, environmental and social practices.

What it means to be FSI-Compliant

FSI is a global membership organisation bringing together around 100 organisations across the international floriculture supply chain. Together, the members work to harmonise expectations for responsible production, increase transparency and promote continuous improvement throughout the sector.

A key element of this approach is the internationally recognised **FSI Basket of Standards**. Through independent benchmarking, FSI recognises certification standards that cover the essential pillars of responsible production. Growers certified against one or more FSI-recognised certification standards covering the required Good Agricultural Practices, Environmental and Social scopes of the FSI Basket of Standards can demonstrate that they are FSI-Compliant, while allowing them to choose the certification standards that best fit their region, production system and market.

For buyers and retailers, FSI-Compliant provides a trusted and harmonised foundation for responsible sourcing, supplier due diligence and procurement decisions. It establishes a common global baseline that enables buyers to recognise growers who can demonstrate good practices through FSI-recognised certification standards. By creating one internationally recognised framework, FSI-Compliant reduces complexity, increases transparency and makes independently verified good practices the preferred basis for trade across the global floriculture supply chain.

Supporting consistent communication



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As the number of FSI-Compliant growers continues to grow, clear and consistent communication becomes increasingly important. The toolkit helps growers, traders, retailers and other supply chain partners communicate FSI-Compliant status correctly and consistently by providing:

- Communication guidelines and key messages
- Guidance for the correct use of the FSI-Compliant logo
- Downloadable logo assets
- Practical communication examples

Together, these resources help ensure that communication about FSI Compliant remains accurate, substantiated and aligned with FSI's communication principles.

Available now

The complete **FSI-Compliant Toolkit** is now available through the FSI website and can be used by growers to communicate and promote their FSI-Compliant status.

<https://www.fsi2030.com/fsicompliant/>

Note for the press, not for publication:

The Floriculture Sustainability Initiative (FSI) is a market-driven membership organization bringing together stakeholders from across the global floriculture supply chain to promote responsible production, responsible trade and greater transparency. Through collaboration, harmonized approaches and continuous improvement, FSI works towards a more sustainable and resilient floriculture sector.

For more information, visit <http://www.fsi2030.com/> or contact the FSI Secretariat at office@fsi2030.com.