



Flowers

Commodity	Flowers
Country	Kenya is an East African country with a population of 55 million. Fairtrade commodities from Kenya include fruit, herbs, spices and vegetables.
Background information	Fairtrade flowers are primarily grown in East Africa. Because of being close to the equator, the abundance of heat and sunlight allows them to grow in naturally heated greenhouses. As a result, on average, the flowers have a lower carbon footprint than those grown under artificial heat and light in European countries.
Social issues	The flower industry's largely female workforce often face limited access to education, over-crowded housing, low wages and repression of trade unions.
Environmental issues	A 2018 a study found that cut roses produced on Fairtrade farms in Kenya generate 5.5 times lower greenhouse gas emissions, and 6.5 times lower energy demand, than roses grown in the Netherlands, even taking into account air transport to Europe.
Why is Fairtrade important?	<p>Fairtrade works with certified farms to ensure decent working conditions for their employees and to help protect workers' rights.</p> <p>These rights include economic, environmental and social standards (such as requiring farms to have gender committees and preventing use of pesticides) as well as collaborating with workers to make their voices heard.</p> <p>Fairtrade flowers are traceable back to the original farm. Fairtrade-certified farms must ensure safety and working conditions for their employees.</p> <p>These farms receive a Fairtrade Premium of 10% for every stem sold, which allows workers to invest in healthcare, education and other social benefits.</p>
Where to buy Fairtrade flowers	Aldi, Arena Flowers, Asda, Co-op, Lavander Green, Lidl, Zing Flowers