



Fair Trade Flowers 101

Use these facts to educate about the need for
Fair Trade flowers

Fast Facts

- The United States is the **second largest market** for cut flowers, after Germany.
- About **80 percent** of cut flowers sold in the United States are grown in Latin America, South America, and Africa.
- The global cut flower trade is estimated to be worth more than **\$100 billion** a year.
- Most flowers are produced on commercial farms, which provide employment opportunities for millions of workers. For example, Kenya's flower industry provides income for up to two million people.

Conventional Flowers

- Flower workers risk exposure to dozens of different chemicals, mostly from fungicides and pesticides. These chemicals can also have a negative environmental impact, polluting surrounding air, soil, and water.
- The flower industry employs a mainly female, poor and less educated workforce, making flower workers among the most vulnerable. Studies have also uncovered high rates of sexual harassment.
- While many flower producing countries, including Colombia and Ecuador, have implemented reforms to address child labor, the use of underage workers still occurs.
- Flower workers often work long hours without breaks, especially during spikes in demand around Valentine's Day, Mother's Day, and other holidays.

Fair Trade Flowers

- Fair Trade standards regulate the use of chemicals, and prohibit the use of illegal pesticides, protecting workers and the environment.
- Child labor is not permitted at Fair Trade flower farms. Children of workers living on-site have access to primary education.
- Workers have the rights of freedom of association and collective bargaining, empowering them to raise concerns with their employers.
- Individuals on Fair Trade farms work reasonable hours, with voluntary overtime and paid breaks.
- Workers at Fair Trade flower farms earn additional income through the Fair Trade premium, which has been used to provide healthcare, education, and build housing for workers and their families, among many other projects.

