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## News Release

### **Asda's bouquets flourish with the Rainforest Alliance Certified™ seal**

Today Asda exclusively launches the world's first Rainforest Alliance Certified bouquet, guaranteeing that the flowers have been grown according to the organisation's strict principles on environmental protection and workers rights. By stocking the bouquets, the supermarket is helping small-scale and family run Kenyan farms ensure they are environmentally and socially responsible, while offering them the opportunity to enter the British flower market.

This type of collaboration is exceptionally rare, more often existing within tea, coffee and cocoa and Asda's commitment highlights how the certification can work for small scale producers as well as big plantations. As part of the Rainforest Alliance certification, farmers commit to growing their flowers in a way that improves the productivity of their soil, while protecting rivers and ensuring their farms also provide habitats for wildlife. With the exclusive launch of the new bouquet, the farmers are developing the skills, access and resources required to sell their flowers in these luxury bouquets. Thanks to support from the Rainforest Alliance and Asda, the livelihoods of these small farmers will be significantly improved.

Chris Brown, head of ethical and sustainable sourcing at Asda says, "Asda is proud to be able to offer this bunch of flowers. To have Kenyan smallholder farmers growing flowers to Rainforest Alliance sustainability standards in collaboration with ourselves shows what can be done. The flowers look fantastic."

Alice Kamami, Manager at Africa Flowers, a small, Kenyan-owned company coordinating smallholder farmers for the export market, says, "I'm delighted to have this unique opportunity to supply Asda. It is fantastic to see our flowers on supermarket shelves in the UK for the first time and this will create a strong opportunity for small-scale farmers from Kenya to increase varieties and volumes of flowers produced in the future."

Tensie Whelan, Rainforest Alliance's president said: "We are thrilled to see certified flowers from Kenyan smallholders being brought to Asda customers, providing the producers with a chance to add more value to their product, and rewarding them for growing their flowers in a sustainable manner."

Income from every Rainforest Alliance Certified™ bouquet sold at Asda will help families send their children to school, access better healthcare and meet their basic needs. Asda's long-term commitment to these farmers and the steady income it provides, will allow these families to make long-term investments such as improved housing.

Asda is doing its bit to support small farms and businesses and consumers can join in the drive to help the Kenyan farmers and protect the environment by choosing the Rainforest Alliance Certified™ bouquet in store. The Asda Home Life Guarantee promise also means these unique and beautiful flowers will bloom for longer.

Priced at just £10, this bouquet, which includes a variety of seasonal flowers throughout the year, will brighten up any room in the house without breaking the bank.

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#### **About Asda Stores Ltd.**

Founded in the 1960s, Asda today is one of Britain's leading retailers. It has over 170,000 dedicated Asda colleagues serving customers from 374 stores, including 25 ASDA Living stores, 23 depots and eight recycling centres across the UK (Great Britain and Northern Ireland). It has its main home office in Leeds, Yorkshire and its George clothing division based in Lutterworth Leicestershire. Asda serves over 18 million shoppers a week in store and its growing home shopping business serves over 97 per cent of UK homes.

#### **About Rainforest Alliance**

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour.

The organisation works with people, whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travellers. From large multinational corporations to small, community-based cooperatives, the Rainforest Alliance involves businesses and consumers worldwide in our efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily.

They promote standards for sustainability that conserves wildlife and wild land and ensures the well-being of workers and their communities. Farms that meet the comprehensive criteria of the Sustainable Agriculture Network earn the right to use the Rainforest Alliance Certified™ seal, to differentiate their products in the marketplace.