



Environmental measures at Florensis successful

Over the past five years, Florensis has made a major effort at its six production locations in the Netherlands and abroad to meet its sustainability objective that was formulated in 2015. This objective was a reduction in the use of environmentally harmful crop protection agents by 50% in 2020. The efforts of our staff, the investment in improvements and the application of innovations led to a reduction of 75% by the end of 2019. As a sustainable company we are proud of this result, but we are also aware that we can do even better. This has led to a new, challenging objective for 2025.

Large and small measures

Leo Hoogendoorn, CEO at Florensis, is very pleased with the achieved result. "Our production has been sustainable for some time now and all our production locations are MPS-A (Environmental Programme for Ornamental Horticulture) certified. Since 2017, neonicotinoids have been banned at the production locations and we apply IPM (Integrated Pest Management). As much as 70% of the products we now use are not harmful to the environment. We do this so that we can produce the best quality of young plants, with respect for people and the environment, while we can also supply environmentally friendly products to our customers and the market."

Over the past five years we have endeavoured to reduce at all our locations the use of the crop protection agents with high environmental impact. The methods and information from our experts have been shared constantly among the locations. The result is that we now use different products that are less harmful to the environment. In MPS terms, these are green and white products. "These are often more expensive products, but doing this properly requires investments. The result has been a big reduction in the use of the red and orange products that are more harmful for the environment," explains Leo.

We have also made major investments in steam installations for the disinfection and reuse of the growing medium. This is a very effective alternative, as a result of which we no longer use metam sodium (an orange product).

New objectives

As Florensis, we greatly value responsible business operations with consideration for people and the environment, and we see sustainable thought and action as a precondition for growth. To put this into practice, we focus our approach on contributing to six international Sustainable Development Goals (SDGs). We have selected Good Health and Well-being (3), Quality Education (4), Gender Equality (5), Clean Water and Sanitation (6), Responsible Consumption and Production (12) and Climate Action (13).

For 2025 we have formulated two concrete sustainable objectives: the further reduction of the use of chemical crop protectants by 30% and the reduction of CO2 emissions by 25%. For the CO2 objective we are currently taking a baseline measurement for our business activities in the Netherlands and abroad. Following this, we will be able to take specific steps to reduce our environmental footprint.



Florensis is a leading family business in the international floriculture sector. We strive to be the most reliable, innovative and sustainable breeder and propagator. We have production and breeding locations in the Netherlands, Germany, Portugal, Kenya and Ethiopia. With more than 2,000 employees, we annually supply a product range of 4,000 plant varieties to 8,000 professional growers in 50 countries. Corporate social responsibility comes as natural to us as offering the best quality with the highest supply reliability.

For more information, please contact:

Regina Dinkla | Manager Sustainability & Corporate Communications
+31 (0)78 623 3200 or regina.dinkla@florensis.com