The Secret Lives of Roses:
The Latin American Flower Industry

By Sheila Jarnes
"As soon as the pesticide applicator comes out, the women go in again. The flower beds are still sticky and moist with the pesticides and we have no gloves and no suitable working clothes to protect at least our clothing. We get greasy all over with pesticides" (Maharaj and Dorren 1995, 59).
STOP AND SMELL THE FAIR FLOWERS
WHY THIS FLOWER IS SO BEAUTIFUL

Flower workers are ensured fair wages and paid maternity and sick leave.

Fair Trade flower farms must reduce water use and protect ecosystems.

STABILITY
SUSTAINABILITY
COMMUNITY
SAFETY

8 - 12% of each sale is invested in community development, from scholarships to literacy programs.

Workers must wear protective gear and are trained in handling agrochemicals.

(Fair Trade Resource Network)
Magnolia, a woman who works with labor organizers:

“...people who work in the companies have the Florverde brand on their uniforms and they have posters in the companies about it, but one knows through the workers who work there that the conditions remain the same or even worse than the companies that are not in Florverde” (Wright and Madrid pg. 266, 2007).
John Nevado of Nevado Roses (A Fair-Trade Flower Farm), Ecuador

Googleimages.com

Accessed 4 March 2009
MAKE YOUR GIFT OF LOVE ONE THAT KEEPS ON GIVING

With a bouquet of vibrant red, pink or white roses. Your purchase of Fair Trade Certified flowers promotes the health and well-being of flower workers in Ecuador, Kenya and Colombia.

Read Nancy’s Story

Where to Buy

Home  Chocolate  Wine  Flowers

Host an Event  Take A Pledge

(TransFairUSA)
Where to go?

- www.oneworldflowers.org
- www.betterearthflowers.com
- www.1-800-flowers.com
- www.organicboquet.com
- Whole Foods
- Sam’s Club