

Date: _____

Dear Store Manager,

During this Valentine's Day season, I would like to share with you my concerns as a consumer about purchasing fresh cut flowers. In conjunction with the International Labor Rights Forum's "Fairness in Flowers" campaign, I wanted to deliver this letter to you in hopes that you would take the time to read it and pass it along to the person who is in charge of ordering cut flowers for your store.

The majority of flowers sold in the US on Valentine's Day are imported from countries such as Colombia and Ecuador, where the cut flower industry consistently violates workers rights and environmental standards. Because of the high demand around Valentine's Day, many workers are forced to work up to 20 hour days to meet production quotas, with no overtime pay and in unsafe conditions. Harmful pesticides are often used on the flowers, which has led to health problems for many workers. In most cases workers earn less than poverty-level wages, and are often fired for trying to improve working conditions through unions. Furthermore, agro-industrial flower cultivation and pesticide use drains and pollutes the local water supplies of communities around the world.

As a consumer that shops at your store, I urge you to consider where the flowers you sell come from. Flower workers want jobs where they can support their families with decent wages and job security. As a business that sells flowers, you have the opportunity to support cut flower suppliers that grow flowers in a sustainable way and respect workers rights, health, and safety. I encourage you to consider purchasing flowers where workers' rights and environmental rights are respected from companies that sell VeriFlora and Fair Trade Certified flowers.

For more information on workers' rights in the cut flower industry, go to International Labor Rights Forum's website at www.laborrights.org/creating-a-sweatfree-world/fairness-in-flowers-0. I look forward to hearing from you about ways in which your business will help protect flower workers around the world this Valentine's Day and in the future.

Sincerely,

Name: _____

Address: _____
