



DFG FSI result 2024

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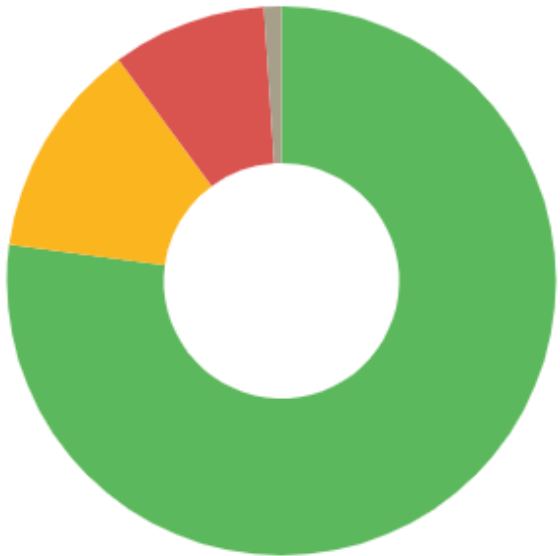


**Dutch
Flower
Group**

FSI SSS Results DFG 2024

	VOLUME	% FSI
FSI compliant	2.656.946.940	77,1
Certified:	440.585.493	12,8
Not certified:	312.520.169	9,1
Unidentified:	33.950.066	1,0
Total	3.444.002.668	100,0

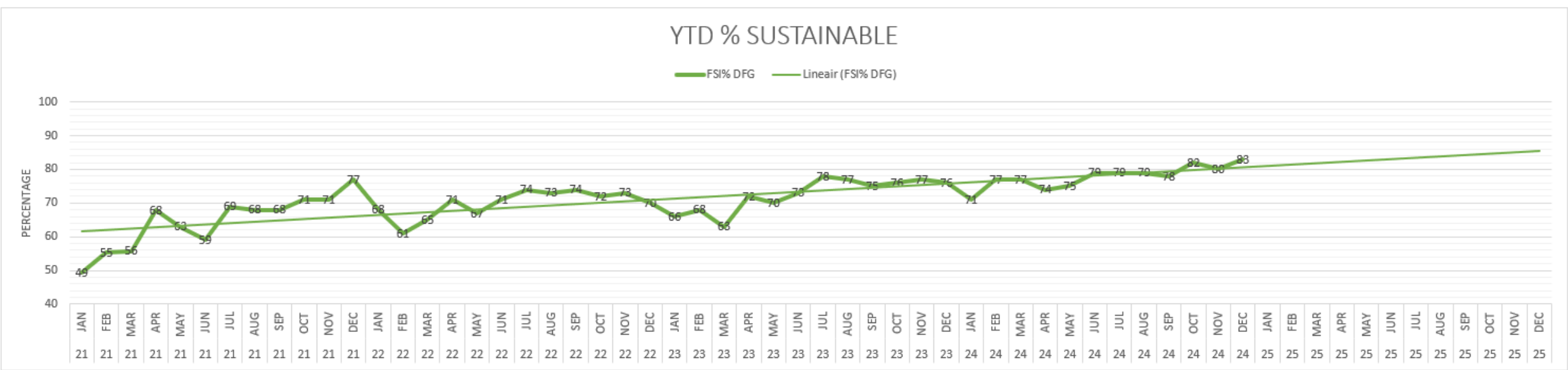
	VOLUME		
	Total	FSI compliant	% FSI
Flowers	3.182.431.386	2.443.890.616	76,8%
Plants	261.571.282	213.056.324	81,5%
Total	3.444.002.668	2.656.946.940	77,1%



■ Certified - responsible source ■ Certified ■ Not Certified
■ Unidentified

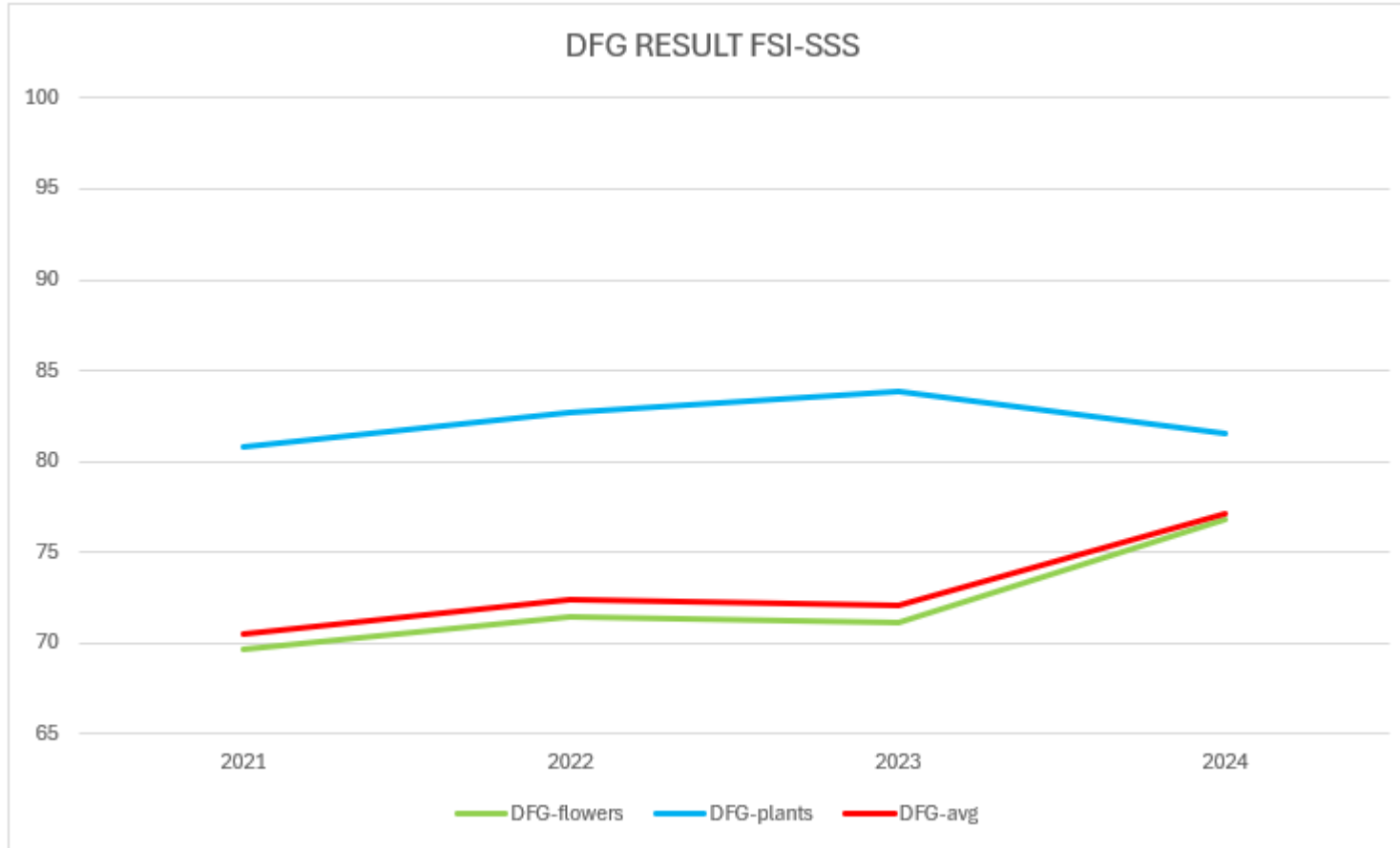
- Plants = 7,6% of total volume
- If plants are 100% certified, this means max. 1.5% increase for DFG

Progress FSI SSS Results DFG (monthly)



With this average monthly increase we will end at approx. 86% and not meet our target of 90%.

Progress FSI SSS Results DFG (yearly)



In 2024 slight drop in DFG plants!

In general, all plant trading companies scored a bit lower then 2023. With Waterdrinker (-4%) and VDF (-7%) being the companies with the largest volumes and biggest drops.

Progress FSI SSS Results DFG (companies)

GROUP	GROUP	2021%	2022%	2023%	2024%	Delta
SuperFlora/JZ-NL/e-Flora	Retail	74%	71%	76%	88%	12%
UK Sourcing (SF/JZ)	Retail	34%	20%	65%	56%	-9%
Van Dijk Flora	Retail	81%	86%	86%	93%	7%
The Floral Connection	Retail	90%	92%	94%	93%	-1%
USABQT	Retail	-	-	2%	9%	7%
Barendsen	Wholesale	-	-	53%	58%	5%
OZ-Hami	Wholesale	48%	52%	58%	64%	7%
Holox	Wholesale	49%	58%	63%	72%	9%
Holox-USA	Wholesale	-	-	-	18%	-
Florca	Wholesale	30%	46%	53%	61%	8%
Flower Connect Holding	Sourcing	34%	41%	52%	57%	5%
OZ Planten	DPG	83%	83%	82%	84%	2%
Hamiplant	DPG	82%	83%	85%	86%	1%
Waterdrinker	DPG	63%	66%	67%	66%	-1%
TOTAL DFG	-	71%	72%	72%	77%	5%

FSI SSS Results – Key facts sourcing (2024)

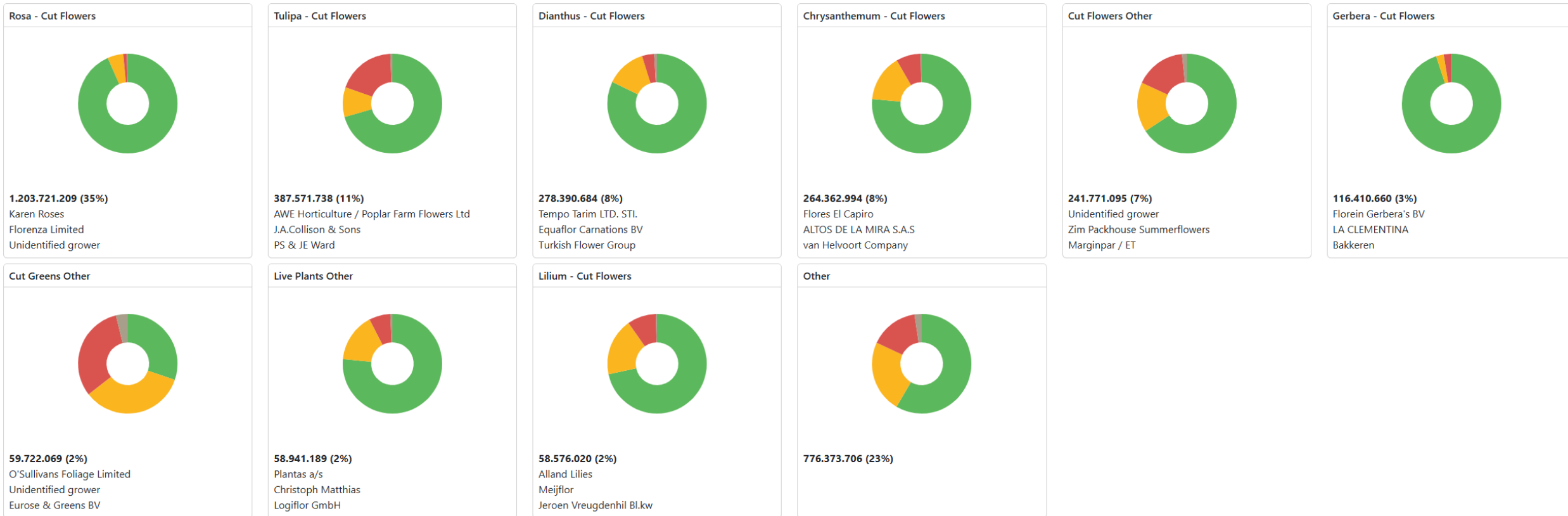
- Amount of DFG suppliers: 5.479
- FSI compliant suppliers: 1.451 (=26% of total)
- Total volume: 3.444.002.668 units (stems/pots).



Country	Percentage of total volume	Percentage FSI compliant volume	Percentage diff. to 2024
Netherlands	38%	81%	7%
Ethiopia	19%	97%	0%
Kenya	16%	87%	-2%
Turkey	6%	92%	-6%
Colombia	5%	47%	22%
Others (50x)	16%	38%	16%

This means **84% of the volume is received from 5 countries** with average 85% FSI compliant.

FSI SSS Results – Key facts sourcing (2024)



FSI SSS Results – Top non compliant growers 2024

Grower 2024	Eindtotaal	Remarks:
Eindtotaal	779.157.285	
Poplar Farm Flowers Ltd	37.244.894	JZ: Did not want to be certified in the past. However farm bought by MM. Discussions ongoing, but apparently they will plan for audits in 2025.
Unidentified grower	34.164.591	JZ 30%, OZH 19%, WA 14%, TFC 8%, OZI 8%, SF 8% (JZ: 76% already fixed for 2025)
Flores El Capiro	30.332.547	Became fully FSI certified in 2024
J.A.Collison & Sons	19.307.505	JZ: Talks ongoing. Plan in place. Expected to be fully FSI compliant by 2026.
C.I. Sunshine Bouquet S.A.S.	10.778.535	SF: Want to get Florverde certificate to become FSI compliant. However unknown when.
Snaith Flowers	10.677.316	JZ: Talks ongoing. Plan in place. Expected to be fully FSI compliant by 2026.
Scimitar Farming	10.623.710	OZI: Already have social, had their GAP audit in Feb. And will have their IDA planned for March.
Karen Roses	8.765.716	JZ: Administrative GLN error. Fixed by JZ so volume 2025 is FSI compliant.
PS & JE Ward	8.720.590	JZ: Talks ongoing. Plan in place. Expected to be fully FSI compliant by 2026.
Flora Tulips Sp.zo.o	7.675.688	VDF: Expected to be fully FSI compliant by April 2025.
Semperflora	6.988.490	Became fully FSI certified in 2024
Rosas de Sopo S.A.	6.734.426	(mainly) USABQT so (large volumes) will be removed in 2025
Tempo Tarim LTD. STI.	6.463.480	VDF: roadmap and targets to 100% are known and set. An action plan <u>will</u> be created. Which specific growers and if they are FSI compliant <u>will be known</u> during 2025.
Klaver Flowers	6.064.764	OZH: fully FSI compliant since December 2024.
Equaflor Carnations BV	5.871.146	TFC: trader - is a data issue which is known and can be fixed by TFC. WA: Kan inmiddels onderliggende data aanleveren. Ons IT/BI team is aan het onderzoeken hoe deze data wegschrijven kan worden in ons systeem, waardoor het op de juiste manier gerapporteerd gaat worden in Floridata.
O'Sullivan's Foliage Limited	4.551.805	JZ: Talks ongoing. Plan in place. Expected to be fully FSI compliant by 2026.
Flora United South Africa	4.303.016	OZI: Got their Social and GAP in 2024. Will have environmental around June 2025.
Green for Life Ltd	4.265.139	OZI: Working on getting IDA (already have GAP).
Florenza Limited	4.065.593	JZ: fully FSI compliant since August 2024.
Hermanos Nino	3.944.675	
Marginpar / ET	3.828.698	OZH: fully FSI compliant in 2024.
SenZaro	3.592.350	OZH: dropped certificates, but are going for full compliance in 2025.
ALTOS DE LA MIRA S.A.S	3.511.980	(mainly) USABQT so (large volumes) will be removed in 2025
DIMENTION FLOWERS	3.469.570	(mainly) USABQT so (large volumes) will be removed in 2025
Logiflor GmbH	3.452.046	Tussenhandelaar. Kan inmiddels onderliggende data aanleveren. Ons IT/BI team is aan het onderzoeken hoe deze data wegschrijven kan worden in ons systeem, waardoor het op de juiste manier gerapporteerd gaat worden in Floridata.

- If our top 10 non-compliant would be compliant, it would increase our percentage by 5.4% to 82,5%. For our top 25 this would be an increase of 7,1% to 84,3%
- If all “green” and “orange” remarks would have been compliant volume we would have ended up at 85%

Forecast 2025

- Approx. 85% should be possible based on improvements on the way, and the removal of the USA-BQT volume.
- In 2025 a “small scale grower” programme will be introduced, however I expect that we will not see big changes in volume in 2025, maybe in 2026. However it’s small scale, so also small volume, so it will not be a big change.
- Big changes need to come from the big volumes, so from the efforts from our companies:
 - Getting more growers certified
 - Buying more volume from certified growers
 - DFG Webshops: offer only FSI products, or put more emphasise on it (change default setting to FSI compliant?)
 - KOA: analyse your KOA volume, and:
 - Connect with the growers with the largest volume to get certified
 - Connect with your customers and see if you can influence their buying behaviour
 - Focus on “orange” growers, they are already partially certified, so possible quicker fully compliant.

Roadmap to 100% FSI-compliant* by 2027



* Certified according to the FSI Basket of Standards



Roadmap towards 100%

Per 1-1-2026 we need to source 100% certified roses, chrysanthemums and plants.

Herewith an overview of these percentages per productgroup, per DFG company, based on the 2024 results.

GROUP	GROUP	Roses	Chrys.	Plants
SuperFlora/JZ-NL/e-Flora	Retail	96%	83%	84%
UK Sourcing (SF/JZ)	Retail	89%	0%	n.a.
Van Dijk Flora	Retail	99%	90%	81%
The Floral Connection	Retail	99%	82%	95%
Barendsen	Wholesale	83%	83%	n.a.
OZ-Hami	Wholesale	74%	77%	71%
Holex	Wholesale	76%	87%	n.a.
Holex-USA	Wholesale	2%	40%	n.a.
Florca	Wholesale	57%	89%	89%
Flower Connect Holding	Sourcing	83%	85%	n.a.
OZ Planten	DPG	8%	72%	86%
Hamiplant	DPG	n.a.	n.a.	87%
Waterdrinker	DPG	52%	83%	74%
TOTAL DFG	-	93%	77%	82%



Questions/Remarks?

#withoutsustainabilitythereisnofuture



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