

The Colombian Association of Flower Exporters, Asocolflores, represents more than 75% of total flower exports from Colombia. It gathers more than 300 affiliates, located in the Bogotá savannah, the Rionegro area (Antioquia), and in the old Caldas and Valle del Cauca regions(see map).

Asocolflores was created in 1973 as a non-profit industry association to promote Colombia's flower sector in international markets and seek the comprehensive development of floriculture, especially in terms of scientific research, transportation, environmental sustainability and workers' welfare. Asocolflores participates actively within Colombia and internationally to represent the interests of flower growers. In Colombia, the Association forms parts of a range of committees and economic councils, in both the public and private sectors.

Internationally, Asocolflores is an active member of the organizations that represent floriculture world-wide. In each of them, their association promotes the competitiveness of Colombian flowers in global markets.

Colombia is the Latin American country which offers the greatest variety of flowers. Besides being strategically positioned from a geographic point of view, their country has a solid entrepreneurial group of flower growers, suppliers and logistics service providers. Asocolflores is committed to promoting these advantages and sharing the values that underpin Colombian floriculture throughout the world.

## **Their mission**

To represent and support the Colombian flower producing and exporting sector, with a view to making it stronger and achieving its sustainable, harmonic and competitive development, to create jobs and generate foreign exchange for the benefit of Asocolflores' members and the country in general.

## **Their vision**

Asocolflores will represent, in a transparent way, 90% of Colombian fresh flower exports thus contributing to the design and implementation of mechanisms aimed at increasing per capita consumption of flowers in the American market, while boosting the participation of Colombian flowers in other markets, particularly Europe.

(The association) will support its affiliates and demand from them a high degree of commitment to social responsibility and environmental sustainability. It will proactively represent the interests of its affiliates at the national and international levels.

It will meet the expectations of affiliates through the provision of value-added services.

*ILRF's Fairness in Flowers Campaign has promoted the occupational health and safety and the labor rights of workers in the cut flower industries of Colombia and Ecuador since 2003.* Most of the roses and carnations produced in these countries are exported to the United States where they are sold in florist shops, supermarkets, and on online retail sites. There are 40,000 flower workers in Ecuador and over 100,000 in Colombia, working to grow, harvest, and package these flowers.

These workers routinely experience a number of labor rights violations, including:

1. VIOLATIONS OF THE RIGHT TO ORGANIZE
2. SEXUAL HARASSMENT
3. FORCED PREGNANCY TESTING
4. OCCUPATIONAL HEALTH AND SAFETY
5. CHILD LABOR

The Campaign seeks to make companies abusing the rights of their employees not only stop, but

actively make sure that the workers are not suffering because of oversight on the company's part.

Sources:

<http://www.asocolflores.org/>

<http://www.laborrights.org/creating-a-sweatfree-world/fairness-in-flowers>