



**Sustainabloom™**  
by the American Floral Endowment

# Creating a More Sustainable Industry Now and For Future Generations

An industry-wide initiative supporting education and advancements in floriculture sustainability through:

- **Practical how-to guides, checklists, and resources**
- **Insightful industry knowledge**
- **Up-to-Date floriculture sustainability news**

Together, we aim to inspire and support businesses in embracing operational excellence and responsibility, fostering a culture of sustainability that benefits our planet and its people.

**Let's grow greener together!**

**Learn more  
and get  
involved!**

