

## Industry representation to government is our business

### *Our Mission is to...*

Enhance the profitability and competitiveness of Canada's greenhouse floriculture industry by helping members address common issues, challenges and opportunities to retain and enhance Canada's pre-eminent position in the floriculture industry in North America.

### *Our goal is to continue to provide support to growers...*

#### **Key areas include:**

- **Human Resources**  
Assist the industry to manage a reliable, consistent and accessible workforce
- **Business Risk Management**  
Develop production insurance for the floriculture industry
- **Research**  
Support \$10 million in floriculture research
- **Minor Use Pesticides**  
Register over 10 new minor use products per year
- **Plant Health and Quarantine**  
Provide access to new plant material and effectively mitigate quarantine situations
- **International Trade**  
Ensure fair market access and free movement of plant materials across borders
- **Energy**  
Make available energy efficient solutions and access to alternatives
- **Environment**  
Offer the industry access to responsible nutrient management, fair water access and awareness of invasive species



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# Flowers Canada Growers

## The Association for Greenhouse Floriculture Growers in Canada



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