

Press release

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France: First actual certificates from the VAL'HOR and MPS collaboration

Six growers receive Plante Bleue 3 certificate (Haute Valeur Environnementale) based on MPS quantitative indicators

The launch of the new French certificate Plante Bleue 3 'Haute Valeur Environnementale', the highest level of environmentally friendly certification, confirmed the collaboration between MPS and VAL'HOR. During the Salon du Végétal trade fair, VAL'HOR (the organisation behind Plante Bleue) and MPS jointly presented the Plante Bleue 3 certificate to 6 growers. Five of the six growers already had MPS-ABC certification. This achievement is a result of the collaboration begun in 2016 between VAL'HOR, the French organisation that represents the ornamental industry in France, and MPS, an organisation that develops and manages global certificates for sustainability, environmental friendliness and food safety for the horticultural sector.

The synergy between Plante Bleue and MPS

Level 3 of Plante Bleue is recognised as the highest environmentally friendly certification in accordance with the framework set by the French Ministry of Agriculture, which measures the environmental performance of companies on the basis of quantitative indicators. To achieve this, VAL'HOR approached MPS. MPS-ABC is the only scheme combining both a specific scorecard for horticulture usages and a registration and evaluation system.

The president of VAL'HOR emphasised in his speech how delighted he was with the result achieved. On the one hand, this new certificate meets the requirements of the French Ministry of Agriculture. On the other, this all led to the collaboration with MPS.

Yolande van den Boom, director of MPS, explained that in her opinion Plante Bleue 3 represents the best that MPS and VAL'HOR can jointly offer the horticultural sector: criteria reflecting best practices, developed by VAL'HOR combined with the registration system of MPS, which provides transparent and verifiable sustainability figures and is used by growers around the world. She added, 'We sincerely hope that these six growers will be a model for many other French growers to improve the sustainability of our sector.'

During the awarding of the certificates, the chairman of MPS-France, Pierre de Prémare, expressed his satisfaction with the collaboration between the two organisations. He emphasised the importance of having reliable data on consumption and of being able to trace the consumption data, especially for pesticides.

MPS-ABC-certified companies and Plante Bleue 3

Five of the six certified companies already participated in the MPS-ABC scheme. They mentioned that the MPS tool facilitated their access to Plante Bleue 'Haute Valeur

Environmental' certificate. This also confirms the motivation of these companies to keep improving in the same way that they did for MPS-ABC, in the framework of a national project. The sixth certified company, Pépinières La Forêt, is not yet a user of MPS-ABC.

Collaboration MPS VAL'HOR

In the collaboration agreement, signed in February 2016, VAL'HOR and MPS affirm their willingness to work together in three main areas:

- MPS is opening its registration platform to all companies with both certificates, MPS-ABC and Plante Bleue, so the registration data of the companies can be evaluated the same way for both certificates.
- Stimulating the development and use of the combined certificates and audits to enable time and money savings to be realised.
- Promoting best practices. A technical workshop is being organised for all French growers interested in the development of sustainability in horticulture. It will take place in January 2018 in France (location to be confirmed later).

About MPS

MPS develops and manages certificates for sustainability, environmental friendliness and food safety and conducts certification through its sister organisation MPS-ECAS.

The MPS-ABC certificate is recognised around the world as the international standard. While based in the Netherlands, MPS is active in 46 countries. In total, more than 3000 growers participate in MPS-ABC around the world (concerns 4300 production locations).

Photo



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