

Front Lines

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Shopko Stocks Veriflora Plants

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Midwest retailer Shopko recently announced its renewed commitment to stocking plants certified by Veriflora for environmental sustainability in its garden centers. Shopko stocks sustainably grown annual, perennial and vegetable plants from Floral Plant Growers, a Veriflora-certified operation based in Denmark, Wisconsin.

“Sustainability is important to Shopko and our garden centers,” says Shopko Lawn & Garden Buyer George Greggs. “We are always trying to give our customers environmentally and socially responsible choices. When they see the Veriflora certification mark in our stores, they know that they are buying plants that are not only high quality, but have been grown to the highest standards of sustainability.”

Shopko provides point-of-purchase labeling for Veriflora-certified plants to guide customers to certified sustainably grown products and it trains staff members about the environmental, social and quality accomplishments of Veriflora-certified suppliers. **GP**