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Sustainabloom's New Resources

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Sustainabloom, the American Floral Endowment's collaborative project to lead floriculture toward sustainable practices, has prepared a new website to help businesses embrace sustainability at every level.

Sustainabloom has partnered with NC State University to collect and analyze all sorts of research, reports and editorials regarding sustainability in floriculture. Using this information, along with discovering where gaps exist in research, they've created a wealth of user-friendly guides and resources for industry use.

What'll you find on the site? Guides to composting and plastic use, for instance, as well as studies on consumer preferences and social impact. They'll update the site regularly as new research comes out. If you're in the floral industry and want to up your game with sustainability, head over to Sustainabloom.org. **GP**