



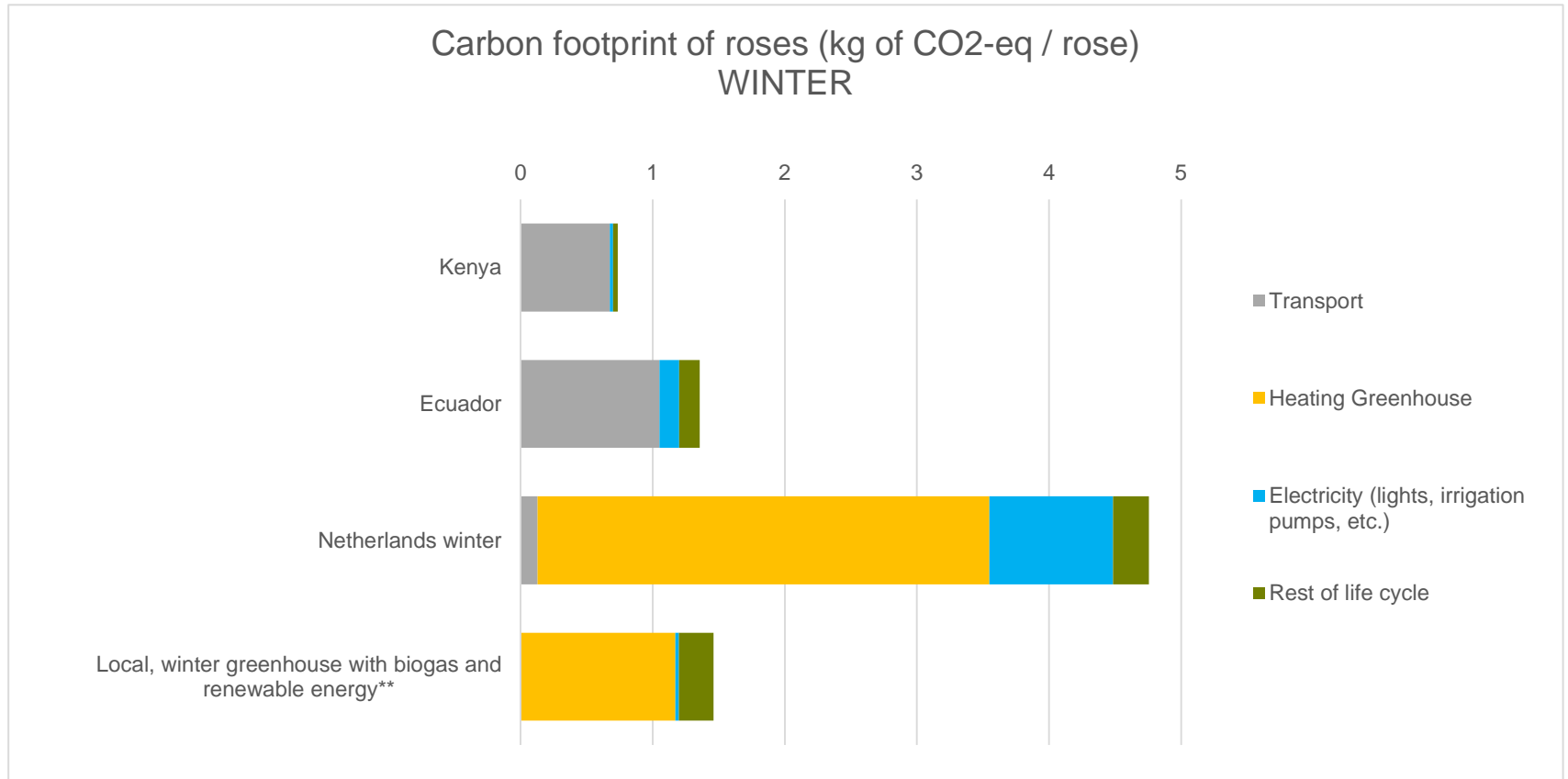
CARBON FOOTPRINT ROSES

STUDY OUTLINE

Results analyzed by “Quantis” based on different studies regarding carbon footprint of roses issued between 2006 and 2015:

- Williams, Audsley, Sandars - 2006 - Determining the environmental burdens and resource use in the production of agricultural and horticulture
- Franze, Ciroth - 2011 - A comparison of cut roses from Ecuador and the Netherlands
- Sahle, Potting - 2013 - Environmental life cycle assessment of Ethiopian rose cultivation
- Soode et al. - 2015 - Carbon footprints of the horticultural products strawberries, asparagus, roses and orchids in Germany

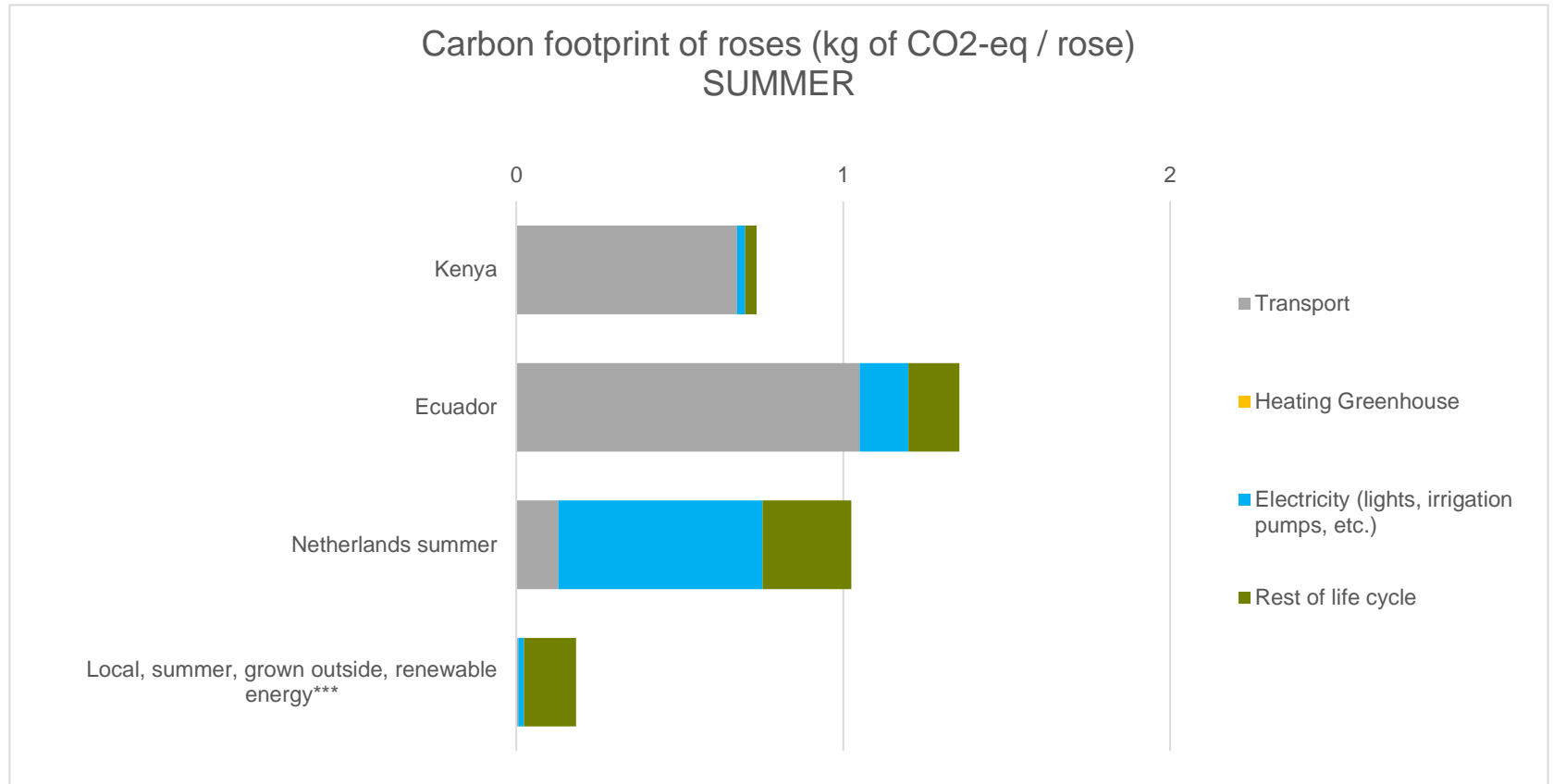
CARBON FOOTPRINT ROSES in WINTER



- Kenyan and Ecuadorian roses have a considerable better carbon footprint than roses grown in the Netherlands and are even better than local grown roses!

** "Best case scenario", for a local production in Europe in wintertime. Value estimation

CARBON FOOTPRINT RISES in SUMMER



- Even in summertime, roses grown in Kenya have a better carbon footprint than roses grown in the Netherlands

*** "Best case scenario", for a local production in Europe in summertime. Value estimation