Press Release: FSI Accelerators continues building with strong international trade group



Transparency within floriculture chain accelerated to 100%

Zoetermeer, May 1, 2026

After a 9-year journey, the FSI Accelerators (Dutch Flower Group, FM Group, Van der Plas Group, Royal Lemkes and with secretarial support from the VGB), supported by their network of flower and plant growers, have made over 82% of all their volumes transparent through certifications from the FSI basket of standards.

In collaboration with certifying bodies, VGB and Royal FloraHolland, the Accelerators are seeking solutions for specific groups of growers (ranging from small-scale cultivation to challenges in certain regions of the world), both within the certification processes themselves and during audits.
The aim is to achieve full transparency within the floriculture chain. Certification is and remains important for achieving transparency regarding sustainability themes. There is an increasing demand for this from the government, the media, retailers and consumers.

To maintain the positive momentum and the upward trend of certification, the FSI Accelerators within the trade sector have therefore decided to approach other trading companies within FSI to join the Accelerators' initiative, which they jointly started in 2017.

There is strong support for the roadmap to jointly continue building transparency and addressing the major sustainability themes in our floriculture sector.
The companies joining will therefore work on these themes at an accelerated pace with the existing group of initiators, based on a shared sustainability vision, with the connection to the growers' network being and remaining the foundation.

Joining the FSI Accelerators on May 1, are:

- APH Produkter
- Flowex
- FSQ : Four Seasons Quality
- Hoorn Bloommasters
- MM Flowers
- Noviflora
- RVE

All parties are working together to further encourage certification and to work on the aforementioned joint vision to accelerate progress on the key sustainability themes – from a customer perspective.
The FSI Accelerators are pleased to see that there is great enthusiasm to take further steps towards making our sector more sustainable, with broader support from (international) trade and affiliated customer groups.

Attached are the company logos of the mentioned affiliated FSI Accelerators:

The **VGB** is the trade association for the domestic, importing, and exporting wholesale trade in flowers and plants. The VGB's market share is approximately 75%.

For more information, please contact Matthijs Mesken, Director of the VGB, telephone +31 297 38 02 02.

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Je kunt ook je gegevens inzien en wijzigen.
Voeg info@vgb.nl toe aan je adresboek voor een betere ontvangst.