

# GROWERTALKS

## GT in Brief

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## MPS Launches FollowYourFlowerOrPlant.com

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MPS, a sustainability certification used by more than 3,000 growers around the world, is bringing consumers into the loop with a new website that helps them find the grower of their plant.

MPS announced they were launching a uniform MPS logo for certified products—and each certification seal may now contain a tracking number that corresponds to the plant's grower. Consumers are encouraged to go to [www.followyourflowerorplant.com](http://www.followyourflowerorplant.com), enter the number, trace it back to the grower and find out how sustainably the product was produced.

Starting this past August, all MPS-ABC, MPS-GAP, MPS-SQ and MPS-Q(ualitree)-certified growers and growers who meet the requirements for MPS-ProductProof can use the uniform MPS logo with their unique MPS-number.

It's an interesting way to tell your story and provide transparency about your production methods. We'll have to wait and see if the tracking system makes consumers feel better about a product—and how often they actually use the website. **GT**