

GROWERTALKS

GT in Brief

4/30/2025

One Nickel at a Time

Jennifer Duffield White

American Floral Endowment's (AFE) Sustainabloom program has created a fundraising initiative to support industry-wide sustainability. Their Wholesale Nickel Program gives wholesalers the option of being invoiced monthly on their orders from participating growers and shippers. They can choose to contribute up to five cents per box. These contributions go directly to Sustainabloom to support the development of educational guides, resources and research—all designed to help educate the floral industry in sustainability and drive meaningful change.

"We are excited to offer wholesalers a new, powerful way to contribute to the future of sustainability in the floral industry," said Debi Chedester, Executive Director of AFE. "Every cent counts when we join together. By participating in this program, companies are investing in vital research and educational tools that will benefit the entire supply chain for years to come."

Participating wholesalers will see a charge at their chosen amount per box reflected on their monthly statements, with contributions sent quarterly to AFE. All contributions are tax-deductible, and participating companies will be recognized on Sustainabloom's website and in communications. Companies can also choose to make a one-time donation to Sustainabloom. Learn more at sustainabloom.org. **GT**