

GROWERTALKS

GT in Brief

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Smithers-Oasis Launches New Global Sustainability Program

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Smithers-Oasis announced its new global Sustainability Program called “Do Good. Every Day.” The program will focus on five areas of sustainability: Employee Experience; Community Engagement; Environment, Health & Safety; Product Responsibility & Innovation and Ethics & Integrity.

“Eight years ago, when Smithers-Oasis launched our first Sustainability Program, we were one of the few companies in the floriculture and horticulture industries to have a formal sustainability platform,” said Robin Kilbride, President and CEO of Smithers-Oasis. “Since then, many companies in those industries have developed something. Also, there are different expectations for our businesses outside of our heritage markets, such as temperature-controlled packaging. So—building on our business units’ local activities to support our original three pillars of People, Planet, and Prosperity—we were ready to significantly expand our program.”

Sustainability has long been a value at Smithers-Oasis. Oasis Floral Foam with biodegradable performance launched in 2014, the first of its kind and still the only floral foam in the world that has been certified and is available in more than 50 countries. More recent launches include Oasis TerraBrick Floral Media, which is certified OK compost Home and OK compost Industrial; FloraLife Leafshine Silicone Free; FloraLife Flower Food sachets made with recyclable paper; and Oasis Grower Solutions HortiCubes AeroMax, which increases growth of leafy greens up to 30%, significantly increasing the output of hydroponic growers within the same footprint.

“Our products are the most visible achievements we have, but we do much more,” said Robin. “For example, we have been focused on scrap reduction in our manufacturing facilities for years and now some of our factories are down to zero scrap. We are also committed to the communities in which we live and work, and we strive to use our resources and expertise to lift others up. Thousands of people have participated in our education programs, which teach skills that give people new careers and income streams. We have watched education change people’s lives.”

To learn more about the Smithers-Oasis Sustainability Program, go to smithersoasis.com/sustainability. **GT**