

# PRESS RELEASE

## RIVERDALE FARMS SHOWCASES ONE-STOP-SHOP PRODUCT LINE AT WF&FSA

**Miami, Florida – Wednesday October 31, 2012:** Riverdale Farms showcased a full array of products at last week's WF&FSA Floral Distribution Conference at the Doral Resort in Miami, where more than 800 wholesale florists, growers & suppliers came together for 2 ½ days of industry education and networking opportunities.

Of particular interest were Riverdale's award-winning Himalaya Alstromeria, which swept the Proflora 2011 Varieties Competition last Fall in Bogota with a first-place award, along with their "Cairo" Alstroemeria and "Silvie" rose, both of which took 2<sup>nd</sup> place in that same competition.

Not to be mistaken, Riverdale's "Luna" brand gypsophilia and shockingly vibrant mini-callas wow'd show goers periodically throughout the day.

Riverdale has a rich history in the floral industry and is coming up on its 40<sup>th</sup> anniversary in 2013.



*Rick Rojahn, Rojahn & Malaney; and  
Lenny Glickell, Riverdale Farms*



*Riverdale Farms at WF&FSA 2012*

### **About Riverdale Farms, Inc.:**

Riverdale Farms is a premier provider of fresh cut flowers and bouquets to the wholesale and mass market industries in the US and Canada. Established in 1970, we market and sell products from our farms and other global suppliers. Their award-winning product quality combined with our first-in-class customer service make Riverdale a trusted and preferred supplier to leading wholesalers and mass marketers across the country. Our farms employ over 3,000 people and are Florverde®, ISO, Eurogap, Rainforest and ETI certified. In addition, Riverdale is only one of two floral companies in the United States to receive an EPA award for environmental excellence.

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