

MADE IN ECUADOR

Ecuadorian roses stand out as a high-quality product that reflects excellence in our country's agriculture. Originating from fertile lands and cultivated with precision, these flowers represent the dedication and professionalism of Ecuadorian producers.

Made with love



Ph: @floreca_flower_shop



PRODUCT OF ECUADOR



Growing Moments

SINCE 1992



Every worker is a vital bloom in the garden of success. Your dedication and hard work cultivate not just flowers, but a flourishing community. Each role, no matter how small, plays a crucial part in the vibrant tapestry of our farm.



CARLOS DIEZ - PRESIDENT

"Nothing really matters if, during the curvy and seemingly endless road of success, your passion doesn't become a creative and emotional obsession to be the best at finding the perfect rose"

WE DON'T GROW
ROSES ONLY

WE GROW MOMENTS



WHY
CHOOSE
FLORECAL

UNIQUE COLORS
UNIQUE VARIETIES
UNIQUE MOMENTS



Being fair trade means each process and each stage of production is focused in a way to help improve millions of lives while protecting land and waterways

We want to share the greatness behind Ecuadorian-grown roses. We want the world to recognize Florecal for our excellence and perfection in cutting, bunching, and packing each stem.



RAINFOREST ALLIANCE
The Rainforest Alliance seal promotes collective action for people and nature. Amplify and reinforce the beneficial impacts of responsible selections.

BASC CERTIFICATE
The BASC certification ensures that our staff work under optimal safety condition in all aspects.

FLORECUADOR
It ensures that FLORECAL meets the requirements of the standards of the General Rules for companies engaged in the production, export and marketing flowers'

BPA CERTIFICATE
Certificate of compliance with good agricultural practices



GROWING FOR
THE TOPS OF
THE WORLD

IN ORDER TO
GIVE YOU THE
BEST PRODUCTS
WITH GOOD
LABOR
PRACTICES, WE
DO HAVE
CERTIFICATES
THAT HELP US
IMPROVING
EVERY DETAIL

