

# WFFSA Floral Xcellence Awards

Presented by Asocolflores

## Celebrating Global Leadership in Floriculture

The **WFFSA Floral Xcellence Awards**, proudly sponsored by **Flowers of Colombia and Proflora 2025 by Asocolflores**, is the premier competition spotlighting innovation, artistry, and quality in the global floriculture industry. This prestigious event provides breeders and growers with an unparalleled platform to showcase their best floral varieties while engaging with industry leaders, wholesale buyers, and peers. Open to WFFSA members worldwide, the awards celebrate creativity and excellence, shaping the future of floriculture.

---

## Competition Objectives

1. **Showcasing Excellence:** Highlight the world's most innovative and exceptional floral varieties.
2. **Connecting the Industry:** Foster collaboration between breeders, growers and wholesale buyers.
3. **Driving Recognition:** Position participants as leaders in their field through high-impact marketing and visibility.

---

## Categories

1. **Breeder Excellence**  
For hybridizers presenting new, innovative floral varieties not yet commercially available. This category showcases the future of floriculture by rewarding innovation and creativity.  
**Value for Entrants:** Gain recognition as a pioneer of floral trends and access to a wide audience of potential collaborators and buyers.
2. **Grower Excellence**  
For producers showcasing high-quality, market-ready varieties. This category rewards growers for their dedication to producing exceptional blooms that meet the highest standards.  
**Value for Entrants:** Highlight your flagship products and connect with key decision-makers eager to source premium varieties.
3. **Member Favorite**  
A special award decided by attendee votes, recognizing the most admired floral variety.  
**Value for Entrants:** Build industry buzz around your variety and receive direct recognition from peers and buyers.

---

## Judging and Scoring

Entries will be evaluated by an esteemed and diverse panel of Wholesale WFFSA members. Each category will have one winner selected based on the following criteria:

- **Color and Commercial Appeal** (10 points)
- **Stem and Foliage Quality** (10 points)

- **Bloom Form, Consistency, and Freedom from Defects/Disease** (10 points)
- **Overall Quality and Presentation** (20 points)

A maximum of 50 points can be awarded. The **Member Favorite** will be chosen through attendee voting during the event.

---

## **Awards and Recognition**

### **Three Prestigious Awards Will Be Presented:**

- 1. Breeder Xcellence Award**
  - Recognition as the most innovative hybridizer in floriculture.
  - A custom award plaque.
  - Feature in WFFSA newsletters and digital platforms.
  - Access to exclusive winner graphics for promotional use.
- 2. Grower Xcellence Award**
  - Recognition for producing the finest market-ready floral variety.
  - A custom award plaque.
  - Highlighted in WFFSA marketing campaigns and buyer communications.
  - Winner graphics for digital and social promotion.
- 3. Member Favorite Xcellence Award**
  - Spotlight as the most admired variety among attendees.
  - Recognition during the award ceremony.
  - Social media coverage and inclusion in post-event recaps.

**Value for Entrants:** Winners receive industry-wide recognition, enhanced credibility, and significant marketing support to help their varieties stand out in the competitive floriculture market.

---

## **Participation Rules**

- 1. Eligibility:**
  - Open to WFFSA member breeders and growers from all countries.
  - Breeder entries must be non-commercial and innovative.
  - Breeder entries may be entered in the Grower competition if the entry has a name and is produced by at least one farm.
  - Grower entries must be commercially available floral varieties.
- 2. Entry Fees:** \$200 per entry, limited to 5 entries per company.
- 3. Submission Requirements:**
  - Breeders: Up to 12 stems of the variety.
  - Growers: Up to 12 stems or three samples of potted varieties.
  - All entries must be set up on-site by the participant or incur an additional setup fee of \$125.
- 4. Display Rules:**
  - Entries cannot include dyed or artificially tinted products.
  - No decorative props or promotional materials allowed.

5. **Judging:** Judging will take place on Monday, March 3 between 3:00 pm – 5:00 pm with scores determined by averaging the judges' evaluations.
  6. **Deadlines:**
    - Submission and payment deadline: February 27, 2025.
    - On-site setup must be completed by March 3, 2025 at 1:00 PM ET.
- 

## **Marketing and Visibility**

### **Pre-Event Marketing**

- Countdown promotions and email highlights.

### **On-Site Engagement**

- Prominent competition displays with branding for Asocolflores and participants.
- Attendee voting kiosks for the Member Favorite category.

### **Post-Event Recognition**

- Winner announcements via WFFSA newsletters, social media, and buyer-targeted e-blasts.
  - A custom “Winners Spotlight” section on the WFFSA website.
- 

## **Value Proposition for Entrants**

1. **Unparalleled Exposure:** Gain visibility among global buyers, wholesalers, and retailers.
2. **Prestige:** Position yourself as a leader in the industry by earning a prestigious WFFSA award.
3. **Marketing Support:** Receive professional marketing assets, such as custom winner graphics and exclusive post-event features.
4. **Networking Opportunities:** Build valuable connections with industry leaders, decision-makers, and peers.
5. **Recognition:** Showcase your dedication to innovation and quality, solidifying your reputation within the floral community.