

4 (a) Explain **two** reasons why high quality is important for FF.

Reason 1:

Explanation:

Reason 2:

Explanation:

[8]

(b) Using Appendix 3 and other information, consider the following **two** ways FF could contribute to sustainable development. Which way should Kathryn choose? Justify your answer.

- Buying all flowers from sustainable sources
- Using electricity from renewable sources

Buying all flowers from sustainable sources:

Using electricity from renewable sources:

Recommendation:

[12]