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MEDIA RELEASE

There are a million good reasons to show your love for Aussie flowers this Valentine's Day

The Australian Made Campaign is urging consumers to make Aussie growers and manufacturers their Valentine this February 14th, by showing love for local flower growers and gift manufacturers.

"Australians want to make informed purchasing decisions, and most would be surprised to know that their Valentine's Day flowers have travelled thousands of kilometres before they have even bought them.

Country of origin labelling is not mandated for the flower industry, so many consumers are unaware of where their flowers were grown. Looking for the Australian Made, Australian Grown logo (AMAG) is the easiest way for consumers to support local businesses and make sure their flowers have the authentic Aussie stamp of approval," Australian Made Campaign Chief Executive, Ben Lazzaro, said.

Underpinned by a third-party accreditation system, the Australian Made logo is Australia's most trusted and recognised country of origin symbol.

"When you buy Australian Made flowers you are supporting thousands of Australians at all stages of the supply chain, from the local growers to wholesalers and retailers, buying Australian-made is the best way to ensure the flower industry in Australia thrives," Mr Lazzaro said.

A [report](#) published by Horticulture Innovation Australia, found that in 2016/17 Australia imported approximately \$66.8 million worth of fresh cut flowers, a 73% increase from 2012/13.



Zoe Lamont, Petal Post Director, pictured with Petal Post bouquets

Zoe Lamont, [Petal Post](#) Director, said rose stems are in high demand on Valentine's Day, but there are so many other beautiful Australian flower options available for consumers to purchase.



The Australian Made Campaign

“Consumers today are increasingly interested to learn where their flowers are grown. The benefits of shopping local when buying flowers are plentiful, supporting your community and the local economy is one of the best advantages of buying locally grown flowers,” Ms Lamont said.

Flowers are often sold unpackaged so it can be hard to identify their country of origin.

“Ask your flower supplier ‘what’s in season?’ and make a considered purchase choice based on their knowledge.

When gifting flowers, either for a loved one or yourself, knowing where your flowers are grown transforms them from ‘a lovely bunch of flowers’ to a gift with thought and meaning. You’ll appreciate the flowers so much more when you imagine that farm they were picked from,” Ms Lamont said.

Petal Post offers a number of flower selections, showcasing beautiful locally-grown botanicals from their favourite Australian growers. They believe direct from our Aussie farms to your vase is the most sustainable way to enjoy flowers.

A number of companies carry the logo, including [Floraco](#) and [TNB Tulips](#). You can find a complete list of Australian Made licensees at <https://www.australianmade.com.au/>.

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[HIGH RES. IMAGE DOWNLOAD](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo’s use also require that it must always be used with



one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.
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