



The Australian Made Campaign

6 FEBRUARY 2018

MEDIA RELEASE

A bunch of great reasons to buy Australian Grown flowers this Valentine's Day

The Australian Made Campaign is urging consumers to buy Australian Grown flowers for Valentine's Day this year, to enjoy the many benefits locally grown florals have to offer, and support local flower growers.

Planeloads of flowers are flown into Australia from around the world each year, but competition is particularly fierce in the lead-up to Valentine's Day. According to the Federal Department of Agriculture, Australia imported more than 9 million rose stems during February alone last year.

Australian Made Campaign Chief Executive, Ian Harrison, says although it's hard for imports to match the quality of our produce, the sheer numbers represent a major challenge for local industry.

"Many consumers would be unaware that all fresh flowers aren't grown locally, because country-of-origin labelling is not mandated," Mr Harrison said.

"Our clean, green environment helps produce some of the most beautiful flowers in the world, and the short distances they travel from farm to florist translates to exceptional shelf-life, so Australian-grown flowers offer great value for money."

"If its fresh, Australian-grown flowers they're after, we encourage shoppers to look for the famous Aussie logo, and in its absence, be sure to ask where the flowers were grown."

Guy De Kok, of national family-owned grower and distributor, Floraco, brands all of its bunches with the green-and-gold Australian Grown logo to promote high quality and longer vase-life.

"Buying Australian is a win for the consumer, and for the industry, and the Australian Grown logo tells that story for us," Mr De Kok said.

"By purchasing Australian-grown flowers, shoppers are giving back to all of the people involved in producing that bouquet – the people who planted the stems, harvested and distributed, the wholesalers and retailers – which is great for the local economy and community."

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[DOWNLOAD FLORACO IMAGES HERE](#)

[AUSTRALIAN MADE LOGO AVAILABLE TO DOWNLOAD HERE](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and Floraco General Manager, Guy De Kok, are 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 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 2600 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 Suite 105, 161 Park Street, South Melbourne, VIC 3205.
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