



**MEDIA RELEASE**  
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## A 'blooming' good bouquet: Aussie flowers a must this Valentine's Day

The Australian Made Campaign is asking Australians to show their love for Aussie farmers this Valentine's Day and make their Valentine's Day bouquets Australian-grown.

Australian Made Chief Executive, Ben Lazzaro, said the benefits of shopping local when buying flowers are abundant.

"Australian Grown flowers are a must this Valentine's Day. Not only does Australia's clean, green environment help produce some of the most beautiful flowers in the world, but your Valentine's Day purchase will also have a direct economic impact on the livelihoods of Aussie growers. Every dollar spent on Australian Grown flowers supports Australian businesses, the local workforce and broader community as a whole."

Australian flowers travel a relatively short distance from the farm to florist compared to imported varieties, which translates to exceptional shelf-life for Valentine's Day bouquets.

"Country of origin labelling is not mandated for the flower industry, so many consumers are unaware of where their flowers were grown," said Mr Lazzaro. "They might be surprised to learn that these flowers may have travelled thousands of kilometres before they even take them home, so it's important to look for the Australian Made, Australian Grown logo to be sure you're buying local. It's the easiest way for consumers to support local businesses and to make sure their flowers have the authentic Aussie stamp of approval."



*Australian Grown flowers from Australian Made licensee, Nood Blooms*

Victorian rose grower and Director of Nood Blooms, Michael Allen, said while the first few weeks of the pandemic were hard, international border and freight restrictions have been good news for local growers causing a surge in demand for locally-grown flowers.

"It has been a great year for Australian flower farmers. While the reduction of weddings and events was initially challenging, state border restrictions and lockdowns have meant Australians have been separated from loved ones and as a result, sending more flowers as gifts," Mr Allen said.

"Also, with a limited number of planes flying into Australia, the cost of freight has skyrocketed. As a result, the price of imported flowers has increased dramatically, meaning Australian flower growers can compete with the often cheaper, lower-quality flowers that come in from overseas.



It's really pleasing to see florists become increasingly aware of where their flowers are from, and choosing Australian grown options. Australian grown flowers are some of the best in the world, and I hope when things return to 'normal' Australians continue to support and preference Australian flowers."

A [report](#) published by Horticulture Innovation Australia, found that in 2019/20 Australia imported approximately \$74.2 million worth of fresh-cut flowers, up from \$66.8 million in 2016/17.

Recent Roy Morgan research found that since the pandemic more than half (52%) of Australians have shown a higher preference for Australian made products, with 73% likely to engage with businesses that partner with the Australian Made logo.

There is nothing like a locally grown bouquet, so help support Aussie growers this Valentine's day. Look for the iconic green and gold kangaroo and ask your local florist 'where are these flowers grown' to find stunning Australian Grown flowers.

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## [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.

### MEDIA CONTACT

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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 3600 businesses are registered to use the AMAG logo, which can be found on more than 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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