



MEDIA RELEASE
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Share the love locally this Valentine's Day: Buy Australian Grown flowers!

With Valentine's Day fast approaching, the Australian Made Campaign is urging Aussie's to share the love with their local Aussie farmers through purchasing Australian Grown bouquets to mark the occasion.

Australian Made Chief Executive, Ben Lazzaro, said shopping local really has never been more important and sourcing locally grown flowers is no exception.

"This Valentine's Day it is important to seek out Australian Grown flowers for an abundance of reasons. Not only does our clean, green, Aussie environment work to produce some of the worlds most beautiful flowers, but we know that these purchases will positively impact the livelihoods of Aussie farmers. Purchasing locally grown flowers supports local business, local people and the local community – really it's a no brainer, this Valentine's Day and all year round."

Compared to imported varieties, Australian-grown flowers travel a relatively short distance from the farm to florist. This bodes well for Valentine's Day bouquets as it often results in an impeccable shelf-life (leaving the love in the air for that little bit longer)!

"It's not uncommon for many consumers to be unaware of where their flowers are grown, as country of origin labelling is not mandated within Australia's flower industry," said Mr Lazzaro. "This makes it even more important for consumers to seek out the iconic green and gold kangaroo logo when shopping this Valentine's Day, as the Australian Made, Australian Grown logo ensures you're supporting local farmers and the local economy."



Australian Grown Lisianthus' at Floraco

Guy de Kok, West Australian flower grower and Managing Director of Floraco, said that while the past few years have been tumultuous, the reinvigorated focus on supporting local is resounding.

"While times have proved to be difficult, it is so encouraging to see Aussies wanting to support local farmers like myself, through buying Australian Grown flowers for their loved ones," said Mr de Kok.

Recent research from Roy Morgan found that three in five Australian Made licensees have noticed customers actively seeking, requesting, or buying more Australian Made and Grown Products, or enquiring about the country of origin of products as an impact of COVID on their business.

So, share the love with Aussie growers this Valentine's Day by looking for the green and gold kangaroo logo on your flower purchases. After all, there is nothing like a locally grown bouquet to brighten up someone else's day!

You can find a bunch of Australian Made, Australian Grown products at www.australianmade.com.au – including locally grown flowers from leading Aussie farmers such as [TNB Tulips](#), [Nood Blooms](#) and [Floraco](#).

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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 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 4000 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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www.australianmade.com.au