



**Media Release - Immediate Distribution – 4 May 2022**  
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## **Title: Buying flowers this Mother's Day? Don't make this mistake.**

SYDNEY: Buying flowers for Mother's Day is a guaranteed win, whether it's a last resort effort or part of a package of presents. Florists are bracing for the surge in sales as consumers get their orders in for the first Sunday of May, but have urged the importance of buying Australian-grown flowers rather than imported ones.

To the average flower purchaser, it can be difficult to differentiate between locally-grown products and imported ones. Locally-grown roses support the entire Australian supply chain from growers to florists, while imported roses - which make up over 90% of roses sold in Australia, are required to have extra biosecurity measures including being sprayed with pesticides.

Flowers grown overseas can often appear more vibrant and attractive with longer stems, making them sought after by florists and consumers alike. However, they are devitalised. Imported cut flowers are required by the Department of Agriculture and Water Resources to be fumigated with pesticides in their country of origin before arriving in Australia to ensure that there is no biosecurity risk. They are effectively dead.

Dhani D'Arcy, Founder and CEO of Sydney florist Florada, discussed the ecological impacts of neglecting to choose Australian-grown flowers.

"Localisation is key to reducing climate damage. Consciously choosing seasonal, Australian grown flowers over imports reduces environmental impact. It means money spent on flowers stays local and supports Australian growers and workers. It means less carbon is released into the atmosphere when flowers are travelling a shorter distance instead of being flown across the world in refrigerated planes.

"Buying locally grown means flowers reach the consumer sooner, are fresher, and are not treated with dangerous chemicals upon entry to our country to prevent the introduction of pests and disease. With the lack of awareness and regulation around the country of origin of flowers (unlike with food labelling), flowers are being sold across Australia and sellers currently do not have to disclose where they were grown."

In the lead up to Mother's Day, D'Arcy said, "If you are a conscious consumer and want to reduce your carbon footprint, Florada recommends seeking out florists who offer only Australian-grown flowers this Mother's Day."

Kate Hill, Director of Melbourne florist Kate Hill Flowers, said that her business has always been predominantly Australian-grown.

"There are a number of reasons that we focus on using Australian-grown flowers. The quality of Australian flowers is superior to that of imports, which have a shorter life due to travelling days or weeks from overseas".

"We strive to provide the best quality product for our customers, and for that reason Australian-grown is a must for us. Not only is the quality far better, but choosing to buy Australian-grown supports Australian jobs and companies, which is so important for the future of the flower industry in this country."

Hill said that consumers can make sure they are buying Australian-grown flowers by sticking to the best Australian flower choices.

"You can feel safe supporting local if you are buying flowers such as hydrangeas, freesias, hellebore, rhododendron, lysianthus, tulips, lilies, carnations, stock flowers, hyacinth, dahlias, and delphiniums. And be careful when buying flowers like roses and chrysanthemums which are commonly imported."



There is a lot of importance in purchasing Australian-grown flowers this Mother's Day, and by doing so, consumers are supporting the growth of Aussie jobs, businesses, and the industry as a whole.

For more information, visit <https://flowerindustryaustralia.com.au> or contact:

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*About Flower Industry Australia:*

*Flower Industry Australia is the newly formed national representative body for Australian flower growers and florists. Flower Industry Australia represents and advocates for its grower and retailer members at both national and state level on issues affecting the industry. Flower Industry Australia is governed by a board of appointed directors who are either growers, retailers and/or in possession of skills deemed beneficial to the Flower Industry in Australia.*

*What we aim for:*

- *Promotion of Local/Australian Grown Flowers*
- *Access to an Industrial Relations Partner/ Easy Access to Award Rates etc.*
- *Networking via the Growers/Florists Register.*
- *Access to Flowers Magazine E-Magazine*
- *Creating lasting relationships with Industry Partners.*
- *Fostering strong & friendly relationships with State Associations & Organisations.*
- *Advocacy for Strict Biosecurity to encourage Clean Import Practices.*
- *Advocacy for Country of Origin labelling.*