



## **MEDIA ALERT - Friday 08 February**

### **Valentines Day**

#### **COOL WEATHER CONDITIONS MAKE FOR TOP QUALITY BLOOMS**

With the big day fast approaching, more than 170 flower growers and wholesalers in the Sydney Flower Market are working longer and busier days in preparation for Valentines Day, Thursday 14<sup>th</sup> of February.

The fantastic news is; flower growers are expecting a sensational crop of all flower varieties, particularly the ever favourite rose, oriental lillies, tiger lillies, tulips and lisianthus with the cooler weather creating the perfect climate for bringing flowers to bloom.

Feedback from growers indicates the top selling flower is still the traditional rose and this year has produced some of the best ever seen in the Flower Market. The reason is quite simple...the cool weather over the past couple of weeks has produced the optimum rose. The extra rain has also created the most vibrant foliage, which is just as important in arrangements these days as the blooms themselves.

Valentines Day is one of the two most important events on the flower growers calendar, the other being Mothers Day. For growers and florists the lead-up to Valentines Day is almost as busy as the big day itself.

On Valentines Day, florists will shop at the Sydney Flower Market between 5am and 11am so it's really important that consumers order early with their local florist – that way they will be able to organise an individual, unique arrangement for their Valentine. Of course, most florists will still have last minute bunches available for last minute purchases or for those who have forgotten!

Ordering early also means that growers and florists know the varieties and quantities of flowers to supply and buy in advance, alleviating some of the pressure on the 14<sup>th</sup>.

The Sydney Flower Market is the key Wholesale Market for fresh cut flowers in NSW and the largest of its kind in Australia. It is estimated that the Sydney Flower Market has an annual turnover in excess of \$150 million and accounts for approximately 75% of the wholesale cut flower trade in NSW. Potted plants and florist supplies such as ribbon, wrap, foam and other sundries are also sold.

For further information on the types & meanings of flowers and how to care for flowers visit [www.sydneymarkets.com.au](http://www.sydneymarkets.com.au).

#### **About Sydney Markets**

*Sydney Markets Limited owns and operates Australia's largest market and is recognised as a world leader in fresh produce and community market management. Approximately 120 wholesalers, 400 produce growers, 170 flower growers and over 160 supporting businesses are located on site at Flemington. More than 5000 people work in businesses at Sydney Markets.*

**For photos, to film or for further information please contact: Retina Hong, Communications Manager on (02) 9325 6201 or 0418 223 579, [retina.hong@sydneymarkets.com.au](mailto:retina.hong@sydneymarkets.com.au)**