



MEDIA RELEASE: VALENTINES DAY
Wednesday 13 February

NO MATTER WHAT... FLOWERS WILL ALWAYS BE THE NUMBER ONE GIFT ON VALENTINES DAY

Tomorrow the Sydney Flower Market will be jam packed with a vast array of the season's best quality flowers. Over 170 flower growers and wholesalers have been working around the clock to ensure that the special bundle of blooms will be sent on time to your loved one.

So if you haven't already done so, it's not too late to ring your local florist and get your order in. Remember there's no better time than Valentines Day to tell your special loved one just how special they are and you can do this with the perfect bouquet, incorporating your own personalised message.

Communications Manager for Sydney Markets Limited, Retina Hong, says the top selling flower is still the rose, and the quality and variety of colours available in the Sydney Flower Market is sensational this time of year.

"In the lead up to Valentines Day, it's interesting to note the increase in the number of consumers looking to send flowers with a long vase life, and have opted to send oriental lilies, lisianthus, chrysanthemums, Australian natives and tropicals, including the strelitzia, heliconias, crab claws and ginger flowers," said Retina.

Valentines Day is one of the two most important events on the flower growers calendar, the other being Mothers Day. For growers, wholesalers 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, if they haven't already done so, get their orders in 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 prior to Valentines Day 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 14th.

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.

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.

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