



Marketfresh.com.au - Florist listing

Launched in November 2005 marketfresh.com.au is your complete online guide to fresh produce incorporating an A-Z of fruit and vegetables, extensive recipe guide, buying tips, information on organics and biodynamics, retail market information and a children's section.

With Flowers being added to this website in August 2006, florists have the opportunity of advertising and promoting their business. For further details contact MMA on 9258 6100.

Florist Support Programs

Florists and growers benefit from an active marketing and promotions campaign. A schedule of seasonal promotions is implemented in conjunction with NFC florists as well as special event and joint marketing campaigns.

- Valentine's Day Promotions
- Mothers Day Promotions
- Spring Racing Carnival Flower Promotions

Spring Racing Carnival Flower Promotions

Promoting Flowers With Spring Carnival Fashions

The campaign, now in it's tenth year aims to improve florists' sales over the Carnival period by featuring flowers as fashion items.

Activities include featuring flowers at fashion shows, development and distribution of point of sale materials, magazine promotions, a major publicity campaign and joint promotions with associated organisations.

NFC Florists are currently working with the Authority to build on the excellent results to date for this years Spring Fashion Season.

Traditional flowers worn to the major Spring Carnival Race days:

- Girls Night Out - Orchid
- Carlton Draught Caulfield Guineas -Mini Gerbera
- Vinery Stud Thousand Guineas - Dutch Blue Iris
- Carlton Draught Caulfield Cup - Lily of the Valley
- Carlton Draught Cox Plate - Cecil Brunner Rose
- AAMI Victoria Derby - Cornflower
- Emirates Melbourne Cup - Yellow Rose

- Crown Oaks - Pink Rose
- Emirates Stakes - Red Rose