



**Marketfresh.com.au - Florist listing**

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.

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 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:

- Caulfield Guineas - Dutch Blue Iris
- Thousand Guineas - Dutch Blue Iris
- Caulfield Cup - Yellow Rose
- Cox Plate - Cecil Brunner Rose
- AAMI Victoria Derby - Cornflower
- Emirates Melbourne Cup - Yellow Rose

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