Marketfresh.com.au - Florist listing

marketfresh.com.au is your complete online guide to fresh produce incorporting 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:

- Melbourne Cup Carnival Preview Day (featuring the G1 Turnbull Stakes) - White Freesia
- The Age Caulfield Guineas Day - Lavender
- Schweppes Thousand Guineas Day - Dutch Blue Iris
- BMW Caulfied Cup Day - White Rose
- Tatts Cox Plate Day - Cecil Brunner Rose
- AAMI Victoria Derby Day - Cornflower
- Emirates Melbourne Cup Day - Yellow Rose
- Crown Oaks Day - Pink Rose
- Emirates Stakes Day - Red Rose

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