

and the winners are...

Thank you to all those who submitted entries for our Sustainable Production and Small Florist Business competitions for 2014. The judges were presented with quite a challenge in selecting the successful applicants from a collection of entries of such impressive quality. We are now pleased to announce the winners and runners-up of these two prestigious industry awards.

The winner of the 2014 AFI Magazine Award of Excellence for Cut Flower & Foliage Sustainable Production is Cedar Hill Plantation. The runner-up is Top of the Range Flowers.

The winner of the 2014 AFI Magazine Small Florist Business of the Year Award is Thrive Flowers & Events. The runner-up is Flowers Across Melbourne.

Sincere thanks to our sponsors Auzion Sustainable Solutions and Koch & Co. for their invaluable support of these important awards, which allow us to recognise and showcase the high standard and professionalism in our industry.

Congratulations to all the successful entrants. We will be profiling the winners in a future issue of the magazine.

Cedar Hill Plantation's submission focussed on the new use of technology and growing practices to grow, maintain and monitor what was previously a 'wild harvested' product (Umbrella Fern). The production system is very innovative and likely to have broader industry-wide impacts. The judging panel based their decision to award the prize to Cedar Hill Plantation on the market size of the product, impact on the environment (or reduction on the impact on the environment) and the likelihood that the sustainable practices developed to grow this crop may well be adopted by other growers as the transition from wild harvested production continues into plantations. This system will result in more productive, efficient, profitable and sustainable flower and foliage growing enterprises.

Thrive Flowers & Events had some tough competition in the form of fellow contestants Flowers Across Melbourne, who were also contenders for the title. Although last year's winners, the panel of judges finally decided to award the prize again to Thrive Flowers & Events for their very strong response to all the criteria. In the last 12 months Thrive Flowers & Events has been able to demonstrate new business growth with the implementation of many new innovative and successful business practices.

Thank you to our award sponsors.

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