

2015 AFI Award winners

The entrants for this year's AFI Awards of Excellence were of the highest calibre in both the florist and grower categories. The judging has now been completed and we are proud to announce the winners.

The winner of the AFI Cut Flower & Foliage Sustainable Production award is Top of the Range Flowers and the runner-up is Tamor Roses. Both applications were outstanding, with Top of the Range Flowers just nudging ahead on points for the business' long involvement with a number of industry associations and initiatives.

The winner of the AFI Small Florist Business of the Year award is Ivy Florist of Cairns, with Perfect Petals of Brisbane taking out the runner-up position. While both applications were again exceptional, Ivy Florist very powerfully demonstrated their innovative approach to floral design.

Lodi and Yucca Pameijer and their family have owned and operated their wildflower farm Top of the Range Flowers since 1997. The farm's award application focussed on the sustainability and innovation of their operation, including the careful monitoring and management of soils, nutrients and fertiliser application as well as pest management and plant water use. Along with the implementation of technologies such as soil, water and energy monitoring equipment, the farm generates more power than it uses through a solar panel array that saves money and makes the farm a carbon-neutral operation. The farm has also developed some low-tech solutions to common problems in picking and postharvest handling, which has increased efficiency and improved product quality. These factors, coupled with their long-term involvement with the industry at a local grower group level as well as at a state and national level, secured the award win for Top of the Range Flowers.

Ivy Florist's application for Small Florist Business of the Year award was strong in a number of the competition criteria, particularly innovation, support of the local community and environmental responsibility. Owner Cathy Parks and designer Tijn Meulendijks have achieved some stunning results with their public art installations. The innovation shown in their efforts to design arrangements without the use of floral foams demonstrates their commitment to making as little long-term negative impact on the environment as possible. An example of this was their tribute wreath designed to be floated out into the ocean, constructed using no polystyrene, foam, plastic, wire or strings.

The winners of the AFI Awards of Excellence receive a framed certificate, a gift voucher from our award sponsor, a profile in a future issue of the magazine and promotion through AFI's



communication channels. Thank you to all of our sponsors for 2015 including Sovereign Flowers, Apack, Nutri-Tech Solutions and Royal Brinkman Australia. Thank you also to all of the entrants and congratulations again to the winners. We look forward to seeing next year's competition entries.



Thank you to our AFI Award sponsors

