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COLES HELPS AUSSIE GROWERS BLOOM DURING COVID-19

Aussie flower growers are set for a bumper Mother's Day, boosted by a surge in demand for Australian grown flowers.

Thanks to Coles sourcing the majority of flowers sold in its supermarkets from Aussie farms, the company has built strong relationships with suppliers to ensure customers can buy just the right gift this Mother's Day – with 100% Australian arrangements, bouquets, and potted flowers available at Coles supermarkets across the country just in time for Sunday.

Growers like the Waldon family from Wyee in New South Wales are reaping the benefits of an increase in demand for local flowers due to COVID-19. Despite social distancing restrictions limiting social gatherings and events such as weddings and funerals, the Australian floral industry has blossomed in recent weeks, due to limited availability of imported flowers.

Waldon Flower Farms owner Garry said he was grateful for the support of Coles throughout the pandemic and associated measures that have impacted trade.

"We had some concerns after the restrictions on weddings and funerals were announced, but with the support from Coles we've been able to continue selling flowers to customers despite the difficult circumstances," Garry said.

Garry and his family have supplied Coles with Oriental lilies, Asiatic lilies and Gerberas for more than 20 years, and are preparing for their biggest Mother's Day yet.

"We have over 100,000 square meters of greenhouses growing Gerberas, Oriental Lilies and Asiatic Lilies for Coles this Mother's Day," Garry said.

"Although Mother's Day is the busiest time of year for us, once all the flowers are delivered and in Coles stores there is nothing better than visiting the stores and seeing flowers we grew by hand, giving so much joy to their customers, that's what makes it all worthwhile."

Coles' range of 100% Australian lilies, Gerberas, potted Hyacinth, potted Daffodils, potted Cyclamen and native jar arrangements start at just \$10 and are available at Coles supermarkets nationally.

Coles range for Mother's Day includes;

- Asiatic Lilies - \$10
- Oriental Lilies - \$15
- Native Jar - \$30
- Potted Hyacinth - \$15 (excl NT and Tas)
- Potted Cyclamen - \$12 (excl NT and Tas)
- Potted Daffodil - \$15 (excl NT and Tas)

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For further information, please contact:

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