

Media Release: Biological Farmers of Australia, 11 February 2011

Enjoy a sweeter (and greener) Valentine's Day with certified organic flowers, chocolates, and strawberries

For all the true romantics, organic is your answer this Valentine's Day.

Red roses and chocolates continue to be the quintessential gift to show that special someone how much you care. However, the definition of what constitutes a true romantic is changing when it comes to thoughtful gift giving.

This year, show your loved one that you are not only an admirer, but care for their health and the health of the planet. Give a greener bloom - free from synthetic chemicals - or pure, additive-free (yet not addict-free) chocolate, to show how much you really care.

Consumers frequently attest that organic strawberries are one of the sweetest, most seductive treats available, and recently, peer reviewed research has confirmed the greater health and environmental benefits of organic strawberries. Combined with, or dipped in, rich certified organic chocolate, there is possibly no better treat for the person who deserves the sweetest treatment.

Biological Farmers of Australia (BFA) General Manager Holly Vyner says that consumers are becoming more ethically, environmentally and health conscious. Valentine's Day gift buyers are looking for greener, healthier alternatives to cut flowers, which are renowned for their heavy, harmful chemical content, and chocolates that often contain unhealthy additives.

"As with all gifts, Valentines shoppers are looking for healthier, more responsible alternatives. Certified organic chocolate, strawberries, flowers and wine are not only romantic in the traditional sense, but show a greater depth of thought towards showing that you truly care for the wellbeing of your loved one, in addition to the health of the environment, food security, and farm workers," says Holly.

Certified organic flowers are becoming more readily available in flower shops and markets with the increase in awareness of the environmental and health impacts of growing methods. Growers of certified organic flowers Liz and Bob Gray, say that the use of chemicals in flower production can have devastating effects all the way up the chain, making organic flowers the best choice for Valentine's Day.

"The use of toxic chemicals creates environmental and health hazards for farm workers, wholesalers, florists and perhaps customers," says Liz.



“At the present time, many consumers are still unaware of the chemicals used by conventional flower growers. Because flowers are not food, there is little regulatory control.”

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