

Australian flower industry launches new guidebook for florists

***'What Cut Flower is That? The essential care and handling guide for cut flower professionals'* is the title of the newly launched guidebook for florists. It provides a comprehensive overview of the exciting and diverse range of floristry products available.**

Initiated by the Australian flower industry, the book 'What Cut Flower is That?' is written by Delwyn (Del) Thomas and Bettina Gollnow. It is already attracting much interest from the Australian flower industry since publication and now the International Protea Association hopes it will become more widely known and used internationally to improve floral care and knowledge of Proteaceae and related plants.

It packs the latest information about the exciting and diverse range of floristry products available into almost 200 pages, some of it never before published. Every entry has beautiful full colour photos, many of which were taken specifically for this book, while the detailed index ensures speedy access and enjoyable readability for all.

Del Thomas is a horticulturist and floral designer with a lifetime of experience in the floriculture, nursery and garden and floristry industries. She has taught floristry and horticulture at technical colleges part time for the last 22 years whilst continuing to work on other projects and is owner of Flowers by Delwyn, her small wedding flower specialist business.

Bettina Gollnow, currently Communications and Extension Manager with WildFlowers Australia, is an extension horticulturist with over 20 years of experience of working with the Australian cut flower industry. Additionally, Bettina has managed many projects, and co-authored and produced numerous high quality industry manuals and brings an eminently high level of knowledge and professionalism to this project.

The book is printed on plastic, fully waterproof paper. Preparation and production of this manual was supported by the Rural Industries Research & Development Corporation and sponsored by industry associations the Flower Association of Queensland Inc and WildFlowers Australia Ltd.

A free download is available from <https://rirdc.infoservices.com.au/items/13-079> . Overseas customers wanting to buy a printed copy should email publications@rirdc.gov.au for a quote on the book price including freight.

Although this guidebook was developed in collaboration with the Australian flower industry, anyone with an interest in the care and handling of high quality cut flowers and foliage, will find this an essential reference. Managing product quality and vase life, which are so important to consumers, is discussed in detail, and recommendations are offered for holding temperatures, cooling, hydration, hygiene, care in handling, conditioning, use of floral foam and advice to pass on to customers.

"The strength of this guidebook", said IPA's chair Audrey Gerber, "is that it addresses a whole range of flowers, from commonly used products, such as Waxflower and kangaroo paws, to highly specialised, seasonal products such as the Waratah. It is not intended for a particular sector of the

flower industry. Instead it encourages general recognition of flower quality, and careful flower handling, all contributing to consumer satisfaction and repeat purchases.”

A wide range of the 116 cut flower and 30 foliage products profiled are grown globally, ensuring that highly seasonal products are readily available.

What Cut Flower is That? lists an extensive range of Australian wildflower products according to seasonal availability and colour range. This list will undoubtedly become a lasting and valued resource across the international industry, replacing much of the misinformation that currently persists in some corners of industry and education. In the *Quick guide to seasonal flowers and foliage* both common and botanical names, are provided. The guide features native Australian and South African flower and foliage products, orchids and tropical flowers alongside the range of currently available traditional flowers. Additional notes and special care advice are given for orchids and tropical species.

WHAT FLOWER IS THAT? The essential care and handling guide for cut flower professionals. Del Thomas and Bettina Gollnow.

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