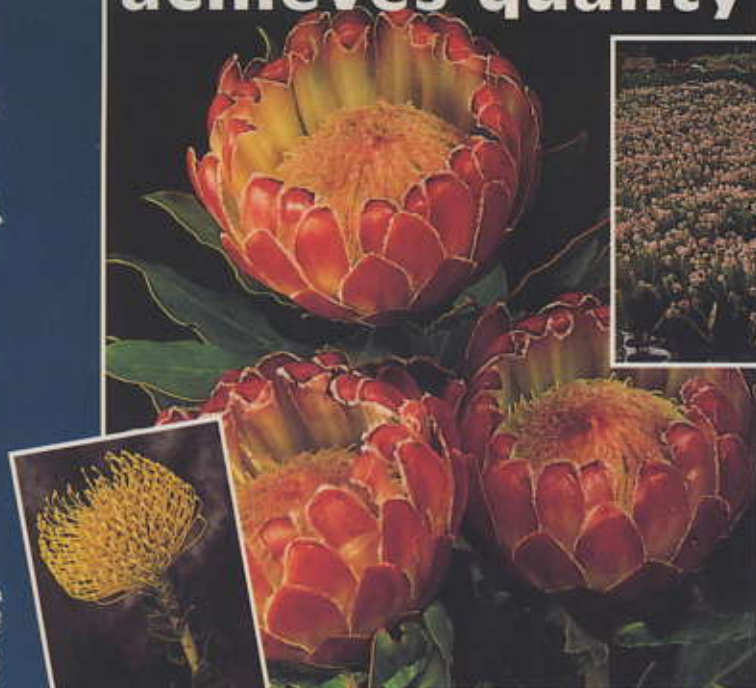


ProteafloTM

achieves quality

standard ISO 9002



Australia and overseas to trial and commercialise those breeders' varieties. Proteaflo's goals remain varietal improvement; improvement of nursery production techniques; and wide market acceptance of proteas.

New Miniature Protea

This spring will see the release of Proteaflo's exciting new miniature, Protea 'Joey'.

The release of 'Joey' is being supported with national advertising and an eye-catching and colorful sales poster which will be available to retail outlets.

With the selection of Protea 'Joey', Proteaflo has recognised that many gardens don't have the space for large shrubs and that garden lovers who live in flats and units need plants suitable for tubs.

Proteaflo's director, David Mathews, said "It has taken us fifteen years to develop 'Joey', starting with hybridised seed, growing the plants and then selecting and propagating the most promising ones."

Over the next five years, Proteaflo will be releasing another ten new varieties, the result of local and overseas selection programs.

'Joey' is a hybrid miniature Protea growing no more than 1 metre high with gorgeous, compact copper colored flowers on long stems.

It will produce useful cut-flowers and is moderately drought

resistant when established.

Expected release date:
September 1997.

Senator David Brownhill recently presented Proteaflo with a quality certificate formally recognising that the nursery now meets the international quality standard ISO 9002. This is the culmination of over twenty years work to establish the protea as a new crop and garden plant in Australia. Today Proteaflo Nursery leads the world in protea nursery production.

Proteaflo has been successfully exporting small shipments of plants and flowers for the past fifteen years, mainly to the U.S.A., Europe and Japan. "These exports have allowed us to develop considerable expertise in growing, packing, shipping and overseas marketing while continuing to develop Australian markets," according to Proteaflo director, David Mathews.

The Protea story

Proteaflo's story began in the early 1970's when Peter Mathews was looking for something to occupy him in his retirement. He had been an accountant, a minister of religion and a facilitator. Growing flowers and in particular proteas, appealed as something that would provide a challenge, produce an income and allow for some free time.

Proteaflo began as a small flower plantation but soon included a nursery which from there grew, as others became interested in buying both the plants and flowers.

There was very little known about the nursery production of proteas at this stage. Proteaflo people were importing seed and applying standard nursery techniques, learning and modifying as they went.

There were no selections or hybrids available, and there was little information on the pests and diseases of protea. These were 'wild flowers' which needed to be 'tamed' if our nursery and the protea cut flower growers were to be successful.

Proteaflo pioneered the introduction of new cultivars; advised cut flower growers on cultivation methods; established the first protea flower marketing co-operative; and was a driving force in the establishment of the International Protea Association (1981). This Association co-ordinates and initiates protea research and brings together all those involved in the protea industry.

Proteaflo also began a program to introduce proteas to home gardeners.

New varieties and improved growing methods, introduced and developed by Proteaflo, have resulted in better success in gardens and higher returns for cut flower growers. The cut flower industry, in particular, needs new varieties to retain and expand interest in proteas.

Today Proteaflo is run by Peter Mathews' two sons, their wives and a staff of eighteen. Proteaflo has agreements with key breeders and selectors in

