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## Nursery export success

The State Government has recognised a Silvan nursery, Proteaflora, as a trailblazing export business.

Proteaflora will benefit from the State Government Business Growth Initiative which supports Victorian businesses emerging on the export market.

Proteaflora recently pioneered the introduction of potted flowering Proteas into the Japanese and Italian markets, as well as a range of services to assist the development of growers in those countries.

The funding from the initiative will enable the nursery to appoint an export manager to help the company further develop in this area.

Proteaflora director, David Mathews said the initiative would enable the business to employ an export manager.



*Proteaflora's Ilse and David Mathews highlighting some of the proteas at the nursery.*

"This will give us the opportunity to be on the ground in those locations more often," Mr Mathew said.

"When you're there, you can see what people are doing and you can take the time to make sure you are being understood.

"It is important that we are understood because there are a range of differences between the countries, including cultural, climatic and growing conditions."

Mr Mathews said it was a win-win situation for all parties.

"The growers appreciate the training we give them because it gives them different skills and a diverse product which is profitable. It's a real opportunity for them," he said.

"Instead of losing the protea market to overseas growers, the structure of the export program means the more successful these growers become the more successful Proteaflora will be."