

Seeking More Information

Where to seek more information – new industry entrants

This listing is tailored to meet possible information needs of new industry entrants or other industry parties wishing to explore new initiatives or expand their production/activities. FAQI strongly recommends that you access these resources, and other sources of information to assist you in your decision-making process. See also **FAQI Fact Sheet 3.3** which lists resources on more detailed production and industry issues relevant to all industry participants.

Industry Associations and grower groups

If you choose to enter the cut flower industry it is recommended that you investigate joining an industry Association or grower group to maximise the opportunities to (1) remained informed of developments that affect you and your business, (2) communicate with other growers and allied traders, (3) participate in education and training activities and (4) support the bodies who represent your interests to government and regulatory bodies.

- Join Flower Association of Queensland (FAQI), the state's cut flower peak body and receive full membership benefits. Contact FAQI for more details:
Phone: +61 7 3824 9537; Fax: +61 7 3286 3094; Mobile: 0418 382 495
E-mail: faq@flowersqueensland.asn.au Website: www.flowersqueensland.asn.au
- Join FAQI Grower Groups servicing members (1) located in specific regions around Queensland and/or (2) growing specific crops. FAQI has a number of Grower Groups under its umbrella who are excellent sources of industry information and friendship. For the contact details of these groups contact FAQI.

Internet

Look on the **FAQI website** at www.flowersqueensland.asn.au for other resources:

- The *FAQI Members*.
- Links to other useful websites, resources and industry information.
- Fact Sheets on many aspects of the industry, cut flower production and marketing.
- Contact **DPI GrowSearch** (see below) to purchase a book listing useful floriculture internet websites.

DPI advisory services

- **DPI GrowSearch** phone +61 7 3824 9555; fax +61 7 3286 7618. They have over 21,000 articles in their database and library and specialise in floriculture information. They can search their database on specific topics of interest.
- **DPI Call Centre** Phone 13 25 23 (cost of a local call for Queenslanders).

Suppliers and customers (allied traders)

Checking with suppliers on costs of necessary equipment/services can assist you to determine set-up and operational cost enable you to formulate a budget, and assist you to determine which crops to decide to plant.

Suppliers of products and services include:

- Diagnostic service providers who undertake soil, water and plant tests – an essential service during farm set-up and during production operation
- Consultants
- Propagators, nurseryman and seed merchants
- Infrastructure products suppliers (eg tunnels, cold rooms, sheds, plastic and shade cloth, concreters, lights, and water purification systems, pumps and tanks etc)
- Farming equipment suppliers (eg crop maintenance, irrigation, harvesting and spraying equipment, tractors and other machinery)
- Consumables suppliers (eg growing media, fertilisers, chemicals, packaging, beneficial insects for Integrated Pest Management programs etc).

Contact potential customers or on-sellers to determine what prices have been received for the product you plan to grow and other marketing information. Possible contacts include:

- Local florists,
- Wholesalers (domestic marketing),
- Exporting agents (export marketing),
- Industry-based marketing cooperatives or groups,
- Flower markets in different regions around Queensland and at:
 1. Brisbane: phone: Freecall 1800 631 002 fax +61 7 3379 4903
 2. Sydney: : phone: +61 2 9325 6228 fax: +61 2 9325 6288
E-mail: info@sydneymarkets.com.au
 3. Melbourne: : phone +61 3 9258 6105 fax +61 3 9687 7714
E-mail: kelly.mcmahon@melbournemarkets.com.au
 4. Adelaide: phone/fax: +61 8 8234 2443, and

- Marketing agents overseas (if you become large enough to do your own exporting).

Where are these contacts listed?

- White and Yellow Pages telephone directory and other similar public directories
- Look on **FAQI's website**, www.flowersqueensland.asn.au in the *FAQI Members*
- **Australian Flower Industry magazine**. This extremely useful resource lists a wide range of industry contacts and suppliers (complimentary copy available from FAQI)
- Advertising and listings in industry publications (eg FAQI's newsletter, AFI magazine)
- Listings in relevant books and articles.

Books

These are only a selection of publications available from DPI GrowSearch and other facilities such as your local library.

Title: Australian Native Flowers the first steps

Author: Andrew Griffin

Publisher: NATIVE SEARCH 1996

Title: Commercial realities of cut flower production- Conference and Farm Visit Proceedings of Conference 22-24 May 1998, South Grafton NSW.

Compilers: C Beckingham and B Gollnow

Publisher: NSW Agriculture Publications 1998

Title: Environmental Management Guidelines for Growing Cut Flowers

Author: Bettina Gollnow & Glenda Steain

Publisher: NSW Agriculture Publications 2001

Title: Getting Started in Native Flower Production

Author: Bettina Gollnow, Development Officer (Floriculture) NSW Agriculture Camden

Publisher: NSW Agriculture Publications 1999

Title: Grafting Proteas

Author: Judy Moffatt & Lois Turnbull

Publisher: Nanju Protea 1993

Title: Grafted Waxflower Trials (Final Report July 1998 to June 2001)

Authors: Margaret Zorin, Peter Beal and Ken Young

Publisher: Centre for Amenity and Environmental Horticulture, Cleveland Qld

Title: Growing Traditional Flowers Successfully

Author: Bettina Gollnow, Development Officer (Floriculture), NSW Agriculture Camden

Publisher: NSW Agriculture Publications 1998

Title: Prospects for Christmas Bush Production in Queensland for Export

(Final report July 1998 to June 2001)

Author: Margaret Zorin, Peter Beal and Ken Young

Publisher: Centre for Amenity and Environmental Horticulture, Cleveland Qld

Title: Rice Flower (integrating production and marketing)

Author: Cynthia Carson & Jim Lewis

Publisher: Department of Primary Industries, Queensland 1997

Title: Rice Flower (production guidelines for growers)

Author: Peter Beal, Cynthia Carson, Lois Turnbull, Leif Forsberg

Publisher: Department of Primary Industries, Queensland 2001

Title: Rose Flower Care for Professionals

Authors: Ross Worrall, Bettina Gollnow, Neil Wade

Publisher: NSW Agriculture Publications 2000

Title: Should I Grow Wildflowers?

Coordinating author: Cynthia Carson

Publisher: Department of Primary Industries, Queensland 2000

Articles

These are only a selection of publications available from DPI GrowSearch (07 3824 9555).

Title: The 21 Steps to Getting Started

Publisher: Flowers NZ, February 1995

Disclaimer: Whilst all care has been taken in producing these Fact Sheets, FAQI members and staff assumes no responsibility for inaccuracies or effectiveness of any information, services or recommendations made herein. The inclusion of information on any procedures, products and services does not imply recommendation. All decisions and actions taken by individuals should be based on knowledge gained from their own research.

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