



ONTARIO FLOWERS  
ALWAYS IN SEASON

media kit



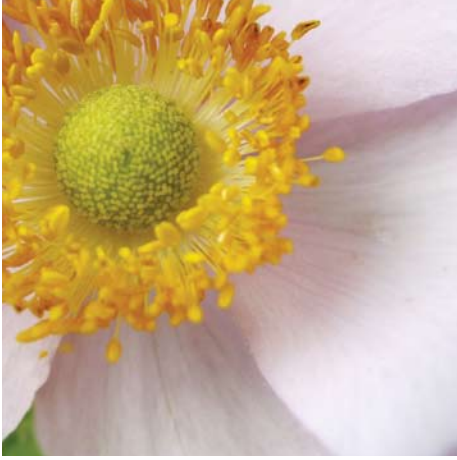


## About Ontario Flowers

Ontario Flowers is a brand developed by the Ontario Flower Growers Co-operative to represent outstanding freshness and quality. Its tag line “Always in Season” communicates the fact that local growers continue to produce fresh, high quality flowers throughout the year.

Ontario Flowers was developed in response to a general lack of consumer understanding of the thriving Ontario floral industry. Most Ontario consumers are not aware of the origins of the flowers they see in the retail setting. It is important that they know about the diversity of high quality flowers grown right here in Ontario, all year round. The Ontario Flowers brand also connects urban consumers with rural producers. As consumers become better educated about the importance of “buying local”, they will appreciate knowing that they can purchase flowers right from the Ontario farm with the convenience of shopping in their own neighbourhoods.

Ontario Flowers is a recognizable label with associated quality standards designed to build awareness and create customer loyalty to floral products from the best growers in Ontario. Only those growers that can meet the standards that Ontario Flowers represent are able to market their products under the brand. These standards begin at the growing stage and continue through post-harvest procedures, shipping and delivery.



## Why choose the Ontario Flowers brand?

Ontario flower growers are considered to be among the best producers in the world. This distinction has been achieved through the use of the latest in technology and growing techniques combined with a collective dedication to excellence. Flowers that carry the Ontario Flowers brand represent this level of quality and more; they are subject to rigorous standards for growing, harvesting and “post-harvest” (post harvest is the process used to prolong the life of a cut flower in order to give the consumer as much enjoyment and value from their floral purchase as possible). Ontario Flowers post-harvest standards include:

- Flowers must be cut at just the right stage of opening
- Treatment with a special preservative must occur at the farm before shipping
- Flowers and plants must be packaged in the morning and shipped in environmentally-controlled conditions
- Delivery must occur the same day
- Cut flowers must be sold in pails and potted plants in trays to ensure better handling, maintain hydration of cut flowers and reduce packaging waste
- Flowers must be kept in a modern, climate-controlled warehouse and cooler space to ensure the product receives the highest quality of care

- Flowers must be presented to the consumer in a solution that is specific to each species
- Local production for local consumption is the most significant factor in determining freshness - Ontario Flowers brand flowers are brought farm-fresh to the Ontario Flower Grower’s facilities from over 100 greenhouses across Ontario.

## Ontario Flower Growers

The Ontario Flower Growers (OFG) Co-Operative was established by a group of 63 local growers in October 1972. The objective was to streamline the delivery and purchase processes. Today, OFG has over 100 local grower members. Most of them are second and third generation flower growers and operate as family farm businesses. Ontario Flower Growers are rich in heritage, dedicated to their profession, and proud participants in their communities.

Flowers are sold on live auctions from Monday to Friday, online at [www.ontarioflowergrowers.ca](http://www.ontarioflowergrowers.ca) and by pre-booked orders. All products sold at OFG are inspected by Quality Control personnel.

Convenience, price and a consistent supply of quality products keep new and long-standing OFG customers coming back. ✨

### THE ONTARIO FLOWERS BRAND PROMISE:

- 1 FRESH PRODUCT**  
*maximum 48 hours from harvest to retailer*
- 2 POST HARVEST PROCEDURES**  
*advanced cut flower treatments to prolong freshness*
- 3 CLIMATE CONTROLLED STORAGE/SHIPMENT**  
*ideal conditions for flowers throughout the shipping process*
- 4 QUALITY CONTROL**  
*product that exceeds expiry date is removed from stock*
- 5 CONSUMER GUARANTEE**  
*quality and freshness satisfaction guarantee*

*Fresh bouquets of Ontario Flowers brand flowers can be found at retail stores across Canada. For more information please contact:*

**Jouke Sypkas**  
General Manager  
Ontario Flower Growers Co-operative Ltd.  
905 565 5058  
[jsypkes@ontarioflowers.com](mailto:jsypkes@ontarioflowers.com)