

*See their products at the Myplant & Garden in Milan*

## **Flora Toscana reflects on a sparkling Valentine's Day 2019**

"We sold 3 million stems of flowers and over 40,000 packaged potted plants for Valentine's Day", says Luciana Romiti of Flora Toscana, a cooperative of growers based in Pescia in Tuscany. "Red Roses were among the best-selling flowers but many requests also for roses in pink and blue as well as Carnations, Tulips, Limonium, Anemones, Buttercups, Freesias, Iris, Orchids, Dendrobium Cymbidium and various cut greens."

For companies operating in this sector, Valentine's is the first real sales test of the season, so a great start that promises well for the future.



*Flora Toscana's Valentine's production*

When looking forward to the next festivity linked to the consumption of flowers, March 8th will be another big day, when Women's Day is celebrated and Romiti tells us that Flora Toscana is already busy with the preparations.

But first, the cooperative will be present with its own stand at the Myplant & Garden 2019 international trade fair next week. The fair, which will take place from February 20 - 22 in Milan, will see Flora Toscana exhibit its own production of plants & flowers as well as the assortment of the Technical Facilities division.



*Grevillea Ignite* ® (*G.alpina* x *rosmarinifolia*)

On that occasion Flora Toscana will also take part in the "La Vetrina delle Eccellenze" a competition, organized by Myplant & Garden, presenting a novelty product, "Grevillea Ignite (*G.alpina* x *rosmarinifolia*)" plant native to New Zealand, suitable both for growing in containers and as plant for the border and of which Flora Toscana holds exclusivity rights for Europe.