

PRESS RELEASE

Of interest to editors and journalists covering:
Business/Finance, Retail, Floral/Agriculture, Decorating, OR Business

Oregon Floral Farms, a USDA Certified Organic Producer of Annual and Perennial Cut Flowers Begins Shipping Directly From Their Farm Beginning Spring 2004

Willamette Valley, OR - Jan. 6, 2004 /Send2Press Newswire/ -- Oregon Floral Farms (www.oregonfloralfarms.com) today announced a new line of "Organic Bouquets," which will be available to wholesale customers in Spring 2004. The Organic Bouquets will provide a new option to natural/organic retail marketplaces seeking to provide floral bouquets for environmentally conscious consumers. The Organic Bouquet flowers are grown, harvested and prepared without the use of synthetic fertilizers or chemicals, and are selected for compatibility with the farm's local environment.

This expansion of Oregon Floral Farms accompanies its recent certification as a USDA Certified Organic producer of annual and perennial cut flowers by Oregon Tilth.

Although the 20-acre farm has long employed environmentally-friendly cultivation techniques, the organic certification allows its customers to know for certain that Oregon Floral Farm's organic products are grown with maximum attention to the health of the environment. Additionally, this reaffirms the commitment toward the sustainability of the rich Willamette Valley.

"We have heard from many of our retail customers that more and more people are looking for organically produced bouquets," said Kristin Gobreski, owner/designer of Oregon Floral Farms. "Our Organic Bouquet Program allows us to provide the kind of environmentally responsible products that we can customize to fulfill our customers specific needs."

Oregon Floral Farms' farm operations manager Clifford Gobreski added, "We have a huge advantage in that we grow the flowers that we use in our bouquets; our customers don't have to pay a middleman, and we can produce bouquets from freshly cut flowers to maximize freshness."

The transition to organic production, according to Gobreski, should be relatively seamless for the operation, which has traditionally utilized low-impact farming techniques. Furthermore, the floral design is intertwined with the growing schedule, adding flexibility to both aspects of the operation.

Established in 1985, Oregon Floral Farms has specialized in perennial and annual cut flowers. Owned and operated by Kristin Gobreski, the farm has expanded its production while maintaining a commitment to environmentally sound farming practices. Its soil amendments, flower selection, and cultivation practices are intended to maintain the quality of the water and soil on the productive 20-acre site.

More information: <http://www.OregonFloralFarms.com>.

Media contact:
Clifford Gobreski
of Oregon Floral Farms
+1-503-680-9822
Media@OregonFloralFarms.com

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*IMPORTANT NOTE TO MEDIA:

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