



Media Release

AUSTRALIA

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Mr. Fern sows seeds of excellence with National Award win

Mr Fern of Wyelangta, Victoria has won the National Export Award at the 2010 Nursery and Garden Industry Awards held in Darwin recently for the business' continued achievements and export success over the past year.

Les Vulcz, Managing Director of Mr. Fern said "Winning the National Export Award was overwhelming and such an honour. It is a testament to the dynamic and dedicated team at Mr. Fern."

Les also believes the win is a reflection of their efforts into strengthening their environmental policy. "We have worked hard to ensure we are an environmentally responsible organisation. Further to that we are striving to set the benchmark in the industry by being an innovative and sustainable supplier of tree ferns and ferns in Australia."

Mr. Fern's environmental policy includes being the first wholesale fern nursery in Australia to plan for the future by establishing an alternative source of mature tree ferns, a sustainable tree fern plantation. They are constantly reviewing and updating the environmental policy so it is appropriate to the nature, scale and environmental impact of their activities and products.

The 'NGI Export Award' is open to all industry businesses exporting a nursery and garden product or service. It recognises the business with the best initiative in relation to export success.

About the 2010 Nursery & Garden Industry Awards

The Nursery & Garden Industry Awards praise outstanding businesses and individuals within the industry, who have shown excellent business practice in the past 12 months.

There are 14 prestigious categories and are featured at the awards program including two new categories this year, Best Government Nursery and Best Propagation Nursery.

Other categories include the Environment Award, Training Award, Best Small, Medium and Large Garden Centre, Best Small, Medium and Large Production Nursery, Allied Supplier Award and Young Leader Award.

About Mr. Fern

Mr. Fern Nurseries is a wholesale nursery specialising in the production and distribution of ferns and tree ferns to the nursery and garden industry. Mr. Fern has experience in all aspects of the fern industry, including propagation, growing, harvesting, fern plantation establishment and conservation, processing, distribution, marketing and exporting. The Mr. Fern team is the best due to the emphasis they place on excellence, quality, innovation, care for the environment and continual improvement.

Mr. Fern is located at 260 Amiets Road, Wyelangta, Victoria, Australia

For more information visit www.mrferrn.com.au

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