

## **Yates sets the benchmark in Australian horticulture with National Award win**

Yates has taken out the 'National Allied Supplier Award' at the 2010 Nursery & Garden Industry Awards held in Darwin recently, acknowledging the business' outstanding accomplishments over the past year.

David Jakobs from Yates attributes the success to a combination of things. "Yates always strives to be at the forefront of Australian gardening products and innovations and has done for over 125 years. Our continued investment into the industry, continuing with new product development and a dedicated team are all reasons for our success," David said.

"We very much appreciate Yates' heritage and pedigree within the Australian gardening community and industry. Winning the 'National Allied Supplier Award' is testament to this heritage and our team," David continued.

Yates is the powerhouse of Australian horticulture products. Established over 125 years ago, Yates is best known for its packet seed range, although it also has an extensive range of garden products. These include fertilisers, plant protection products, garden accessories, lawn seeds and potting mixes.

"Yates is steeped in a history of inspiring confidence in Australian gardeners and helping them achieve success in the garden," said David. "Going forward, we are committed to continuing to develop quality and innovative products and to meeting the needs of Australian gardeners."

The 'NGI Supplier Award' acknowledges outstanding industry contributions and the exemplary services of allied traders and suppliers to Nursery & Garden Industry businesses.

### **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 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, Export Award, Best Small, Medium and Large Garden Centre, Best Small, Medium and Large Production Nursery, and Young Leader Award.

### **Information about Yates**

Best known for its packet seed range, Yates manufactures and distributes an extensive range of garden products. These include fertilisers, plant protection products, garden accessories, lawn seeds and potting mixes. Some of Australia's most respected horticultural brand names come out of the Yates stable: Yates, Hortico, Zero, Aquasol, Thrive, Blitzem, and Dynamic Lifter. A continuing commitment to quality and to meeting the needs of Australian gardeners has helped Yates retain its foremost position in Australian horticulture.

For more information visit [www.yates.com.au](http://www.yates.com.au) and [www.ngia.com.au](http://www.ngia.com.au)

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