

Ultimate crown for 'The Princess'

Plants Management Australia Pty. Ltd (PMA) is delighted to announce that 'The Princess' Lavender has been crowned the Plant of the Year in the 2014 Nursery and Garden Industry Awards.

The awards recognize outstanding achievement across the industry, from the pinnacle of best business practice through to excellence in innovative new products and services. The 2014 awards attracted the very best the industry has to offer from right across the country. The Plant of the Year category was hotly contested and paid tribute to the dedicated work of plant breeders, particularly those who have experienced outstanding success within the past 24 months.

'The Princess' Lavender comes from the well-respected breeding team at Plant Growers Australia (PGA) in Melbourne. With over 15 years of Lavender breeding success behind them, PGA firmly recognize 'The Princess' as the jewel in their lavender crown. Speaking of the long road to market, Director Howard Bentley explained "We have invested years of research into our lavender program with the key aim always being to produce superior varieties with outstanding garden performance. We are very proud to hear 'The Princess' is being enjoyed by gardeners not only in Australia but right around the globe."

With a vibrant pink flower colour never before seen in the Lavender world, 'The Princess' has caused a stir in global horticultural circles. PMA's Managing Director, Chris Sargent explained "The Princess first captured our attention due to its stunning vivid pink bracts. The trial process proved it not only to be superior in terms of colour and presentation, but to offer outstanding propagation and production performance as well. It's a variety that truly shows what can be achieved by a dedicated plant breeding program. We extend our warmest congratulations to the breeding team at PGA."

'The Princess' Lavender is widely available throughout Australia during lavender season. Look out for it in all good garden centres throughout spring.

For further details visit www.pma.com.au



Steve Eggleton (left) and Michael Cole of PGA accept the award