



Valentine's Day Facts



The Communication of LOVE

Valentine's Day began with the celebration of the life of a priest who was executed for defying the emperor and illegally marrying young couples who were forbidden to marry.

62%

of adults celebrate Valentine's Day spending approximately R180 billion every year.



Harvesting

Stemmed flowers are cut and stored in a warehouse where they are chilled to 1.6°C to make them dormant.



257 MILLION

roses are specifically grown for Valentine's Day. Enough to go around the earth 4 times.



The Netherlands produces the most flowers in the world.

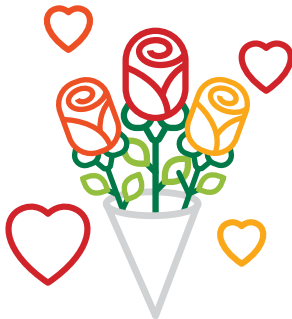


South Africa exports flowers to the value of R300 million each year.



Travel

Flowers are transported to South African airports and exported globally.



Warehousing

Flowers are re-cooled to 1.6°C and bouquets are arranged.



RED ROSE

If you plan to pronounce your love to a special someone on Valentine's Day a single red rose is the way to go.



PEACH ROSE

If you want to show appreciation peach roses represent gratitude.

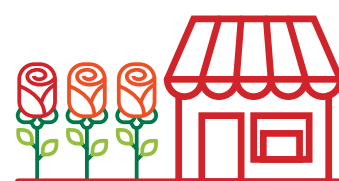


YELLOW ROSE

If you want to share a symbol of friendship yellow roses say it best.



Flowers arrive at retailers in time for you to buy that special rose for your loved one.



The average cost of a bouquet of roses consisting of 18 - 20 stems is

R300

1983

The Iceberg Rose, a favourite in South Africa, was voted the world's most popular rose in 1983.



When Archbishop Desmond Tutu turned 75 in 2006 a red rose was named after him in celebration of his life long work for peace in South Africa.



"be my Valentine"

Prior to anyone saying with a bunch of roses, months of logistics are involved in planning and executing the delivery of fresh roses which are a hallmark of the special day.

