

Helix Australia gears up for next prop cycle



Local growers and retailers of Helix Australia premium Waxflower and Boronia varieties have all reported a very strong 2019 growing and sales season.

Early flowering Waxflower varieties such as Morning Delight, Moonlight Delight and Ruby's Delight were hitting retail shelves in late June and mid July. This was well received by home gardeners keen to get a jump on spring by planting some stunning new and unique Australian hybrid selections.

Supply remained consistent throughout winter and spring with mid season Waxflower varieties such as Kerryn, Raspberry Ripple and Dancing Queen all injecting a mass of delicious buds and blooms amongst savvy retailer's native pot displays.

Later season Waxflower varieties which were supplied in September and throughout October included the

popular My Sweet 16, Pearl Buttons and Strawberry Surprise.

The Helix Australia stable of hybrids received an additional burst of colour in spring with our two Boronia varieties Magenta Stars and Plum Bells hitting the market with masses of stunning magenta and plum colour blooms.

The Helix Australia Boronia range is due to expand in the coming years with over 20 hybrid selections currently going through a rigorous trial period. Release is planned for three new Boronia hybrids in 2021.

Helix Australia continues to invest in breeding programs from its own selection trials and also the strong

commercial breeding relationship in place with Kings Park & Botanic Garden.

To assist sales of Helix Australia varieties, a strong trade and consumer marketing campaign is scheduled for 2020, which will be aided through the recent silver partnership that Helix has formed with Nursery & Garden Industry Victoria. In addition, Helix Australia has financed a segment on Garden Gurus TV show in late winter 2020 to promote the Waxflower and Boronia varieties to home gardeners. 🌱

For further information and to order tubestock for December 2020, please contact Adrian Parsons
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PREMIUM BORONIA & WAXFLOWER VARIETIES

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Waxflower Sarahs Delight



Waxflower My Sweet 16



Boronia Magenta Stars



Boronia Plum Bells

Available from:

VIC

Grandview Nursery
Narkabundah Nursery
Humphris Nursery

SA

Native Plant Wholesalers

NSW

Tarrawood Nursery
Gondwana Nursery

WA

Benara Nurseries
Domus Nursery
Plantrite