



Media Release
For Immediate Release

December 2004

FLOWER POWER

The zucchini flower season has just begun and this year Australia's leading zucchini flower farmer, Brad Harvey from Brad's Produce, will be supplying his impeccable quality flowers to Melbourne's leading restaurants and retail customers.

Brad Harvey is a unique zucchini farmer because he actually never allows the zucchini to develop to its full size; instead he harvests the delicate male and female zucchini flowers when they are only a few days old and sells them to restaurants and discerning retail customers.

"To my knowledge, I am one of the only farmers in Australia who is growing zucchini plants specifically for the flowers," explains Brad. "Italians will tell you that you should only harvest the male zucchini flower and leave the female to develop, but I have found that in Australian people like to cook with both."

Over ten years ago Brads Produce, based in the Yarra Valley, started growing zucchini flowers for restaurants, which still accounts for almost 90% of their business, but over the past two years they have concentrated their efforts in developing a retail pack of zucchini flowers specifically for greengrocers.

"It seemed crazy that chefs and food magazines were using the flowers so much, but the average customer at home could never buy the flowers in their local fruit shop to cook at home," explains Harvey. "So we developed packaging for the flowers which protects them in a retail environment and also contains a recipe card with simple seasonal suggestions."

Harvey does admit that it has taken quite a great deal of education to encourage people to try cooking the flowers at home.

"When we participate in farmers' markets, people love the look of the flowers, but they can be a little intimidated about cooking them, however once they realise it can be as easy as tossing them through a pasta sauce, or grilling them on a barbeque, they soon become hooked," says Brad.

Brads Produce zucchini flowers are in season from November through to May. For further information please visit: www.bradsproduce.com.au

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