

NOMINATION AND CITATION – AUSTRALIAN ROSE AWARD

MATTHIAS MEILLAND

The Rose Society of South Australia nominates Matthias Meilland for the Australian Rose Award 2022.

To cite The National Rose Society of Australia's Constitution, the Australian Rose Award can be presented to any person whom the Society deems to have given outstanding service in anyway whatsoever to the Rose. In particular, any service, which promotes knowledge, appreciation and enjoyment of the rose by the public, shall be regarded as highly meritorious.

Matthias Meilland belongs to the 6th generation of one of the most famous rose families in the world, the House of Meilland in France. Meilland International creates innovative rose varieties for the cut flower industry, for garden planting and landscaping. With agents in over 62 countries, Meilland International is a leader in the rose world. Matthias has excelled in bringing a wide range of roses to his "global territory" which includes Australia.

Born in 1977, Matthias Meilland started to learn about rose breeding as a boy, guided by his grandmother, Louise Meilland, in France. As a teenager, he followed his father, Alain Meilland, in Central and South America while he was developing the cut flower industry. After studying in California, Matthias joined the family business to manage Public Relations for the House of Meilland in 2013. Today, he manages the marketing department and is often in Asia and the Oceania region to develop existing and new markets.

Matthias has willingly given presentations in Australia and at other events and conventions around the world on a wide range of rose topics with great insight and educational value. He has also assisted with publicity, social media, donation of rose plants, rose descriptions and rose images over the years to benefit both Rose Societies and the World Federation of Rose Societies.

Matthias has been very generous with his time making many trips to Australia from his home in France. Working with his Agent, Kim Syrus in South Australia, Matthias has introduced many wonderful innovative new roses into our country, including multi-award-winning Moon Glow™, Princess Charlene de Monaco, New Papa Meilland and landscape varieties under the Drift, Knock Out and Meidiland brand.

From the inception of the 19th World Rose Convention in 2015, Matthias has shown great enthusiasm and support for both the convention and its associated exhibition.

This award is presented to a person deemed to have given outstanding service to the rose. Matthias Meilland would be a worthy recipient of the Australian Rose Award.

20 May 2022