

# Flowers from the Farm

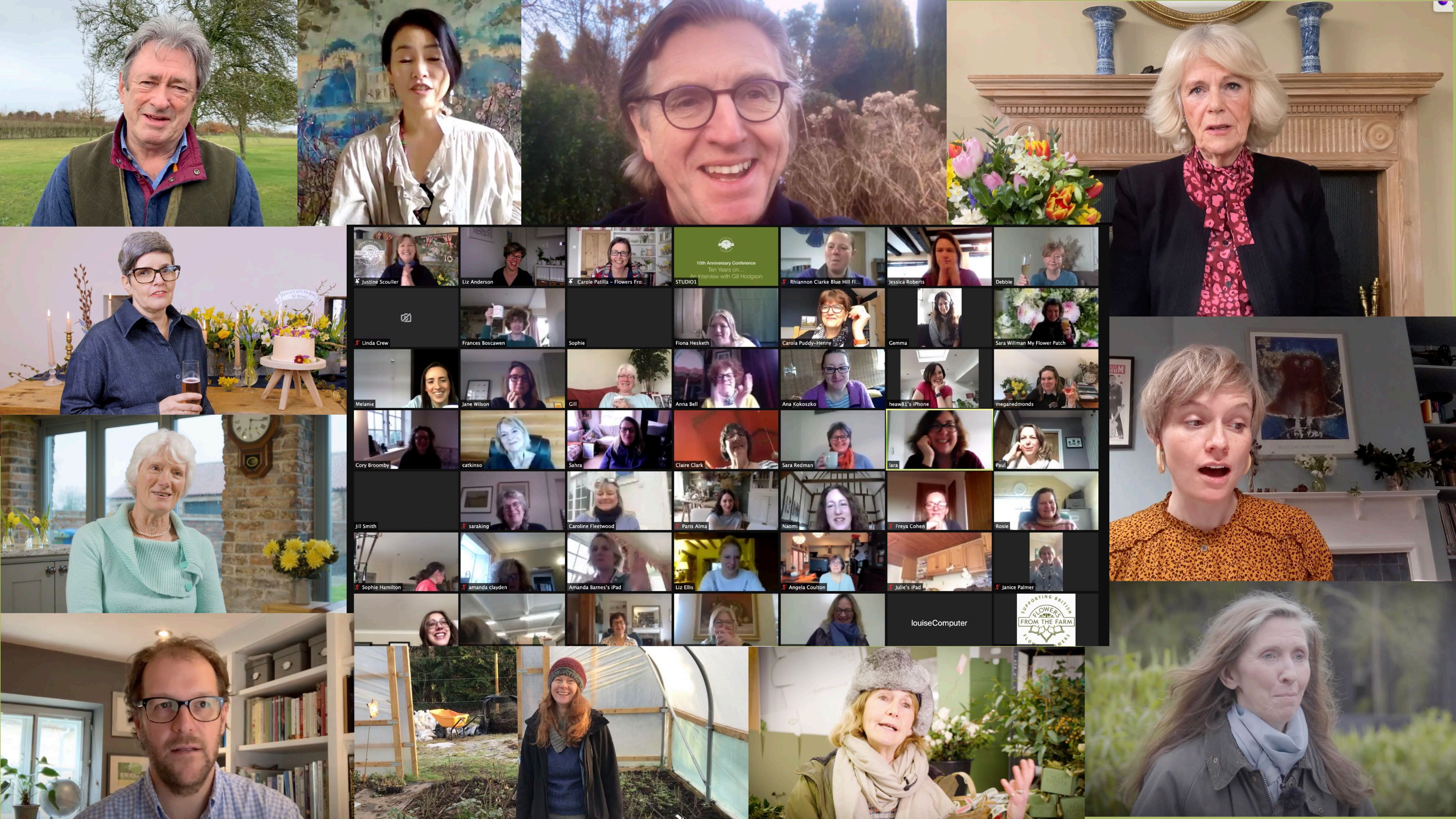
PR Report by Liz Anderson  
February 2021 - January 2022



# 10th Anniversary Conference

- Worked closely with Justine Scouller to deliver FFTF's first online conference
- Devised theme, developed content plan, liaised with speakers & commissioned films
- Produced promotional materials, managed internal comms
- Liaised with Clarence House to develop PR plan
- ca. 440 tickets sold
- Over £3000 donated to both Perennial and the DAG
- PR reached over 1 million in print and 1 billion MUU online

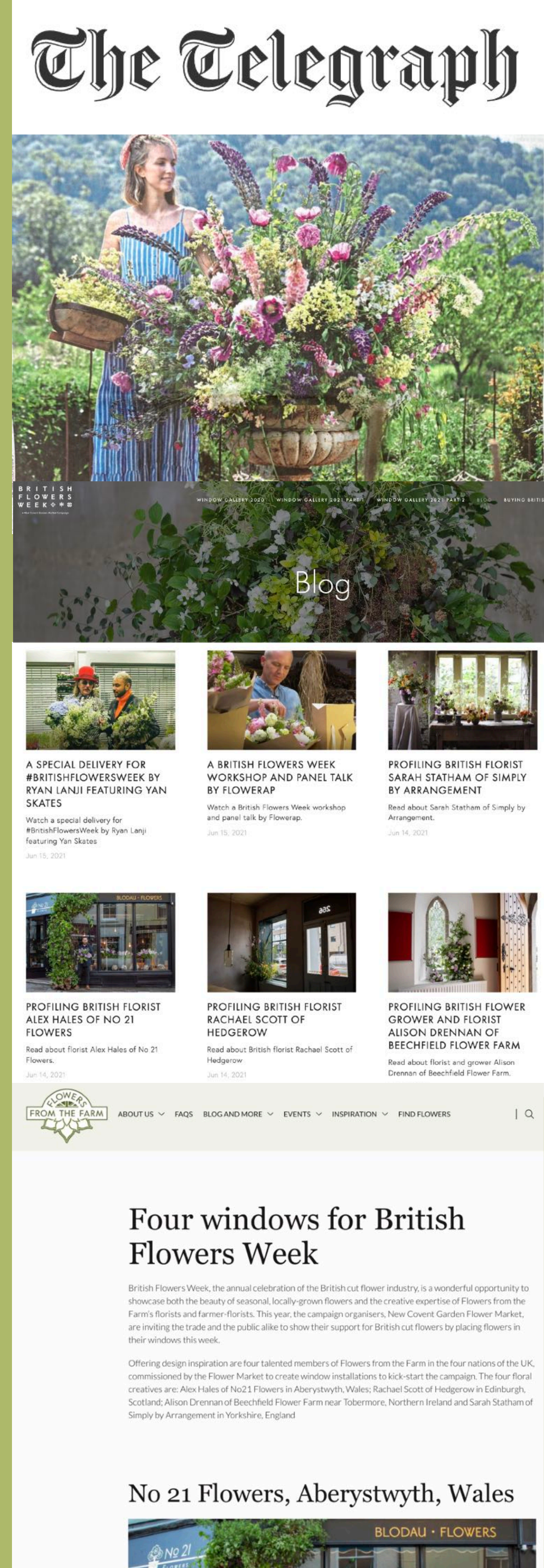






# British Flowers Week 2021

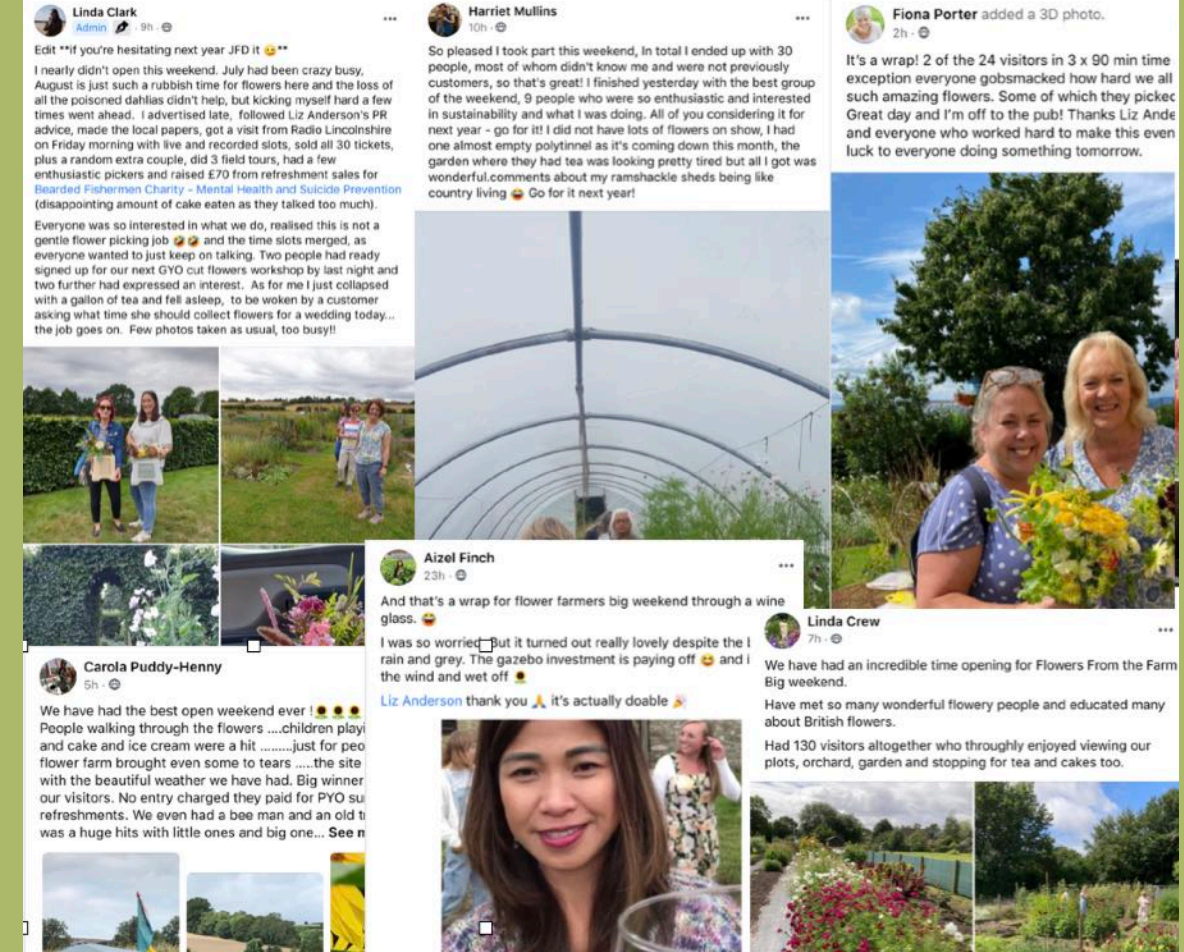
- Liaised with New Covent Garden Flower Market
- Commissioned 4 FFTF farmer-florists from the 4 nations of the UK to create windows for the NCGFM campaign - featured in English Garden, BFW website, FFTF website
- Commissioned 2 photoshoots, which featured in the Telegraph and The Times
- Prepared media release templates for FFTF members





# Flower Farmers' Big Weekend 2021

- Worked closely with Meg Edmonds to drive FFBW 2021
- Developed internal comms materials, online content, media release templates, liaised with flower farmers
- Ca. 80 events were held over FFBW
- 6 FFTF videos for online content
- Commissioned photoshoot, which featured in Times & Telegraph
- Secured PR coverage in gardening, news and lifestyle media



## Flower Farmers' Big Weekend 13-15 August 2021





# FFTF Online Talk Series

- Worked with Sara Wilman to develop the concept of free talks by expert growers exclusively for FFTF members
- Secured talks and Q&As with leading nurserymen
- Each talk is in conversation with an FFTF specialist
- 4 dates completed to date - Peonies, Dahlias, Foliage & Roses
- Talks are recorded and uploaded to the Growing Advice section of the members' website

FFTF ONLINE TALK AND Q&A  
**PEONIES WITH CLAIRE AUSTIN**  
7PM THURSDAY, 9TH SEPTEMBER



The FFTF Talk Series #2  
**Dahlias with Dave Hall of Halls of Heddon**  
in conversation with Philippa Stewart of Justdahlias  
7pm Thursday, 21st October 2021



The FFTF Talk Series #3  
**Shrubs for Foliage with Zanna Hoskins of Spindle Flowers**  
in conversation with Sara Wilman of My Flower Patch  
10am Wednesday, 24th November 2021



The FFTF Talk Series #4  
Thursday 20 January 2022 at 1030H  
**Roses with Ian Limmer of Peter Beales Roses**  
in conversation with Emily Cave of Rosa Cheney





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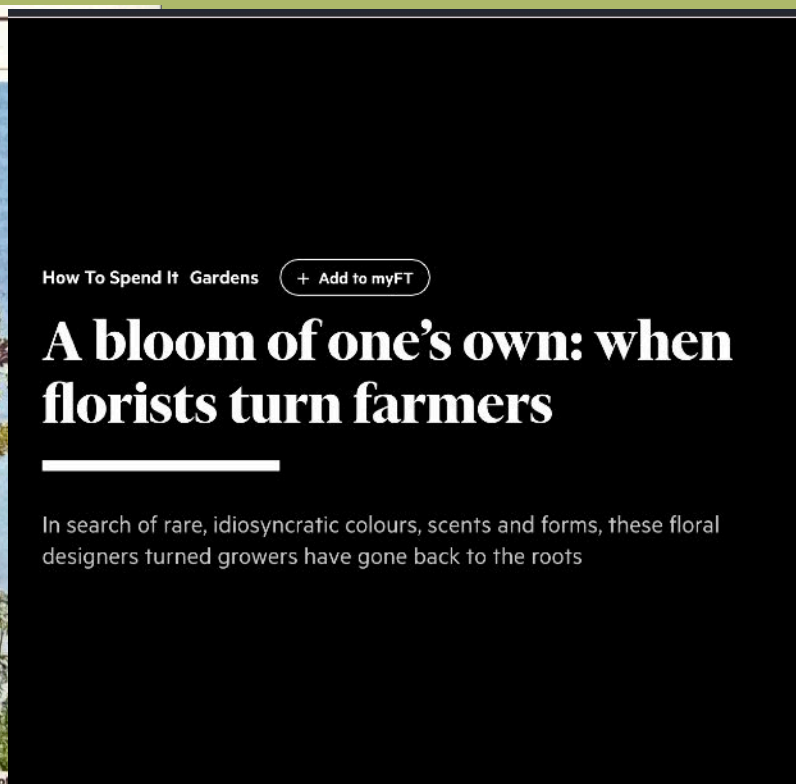
Media Coverage February 2021 - January 2022





# Print Clippings est: 146

# Print circulation est: 7,245,241









Radio & podcast clippings est: 3  
Reach est: 1,200,000



# Farming Today








BBC.CO.UK

**Farming Today - 05/04/21 Flower farmers - BBC Sounds**

Flower producers diversify under lockdown - demand for British...

Mac iPad iPhone Watch TV Music Support

Apple Podcasts Preview



**Flowers From The Farm**

[This Week In The Garden with Peter Seabrook](#)

Hobbies

[Listen on Apple Podcasts ↗](#)


Peter is joined by Gill Hodgson of Flowers from the Farm this week, a membership association which began very small but has now blossomed into something much more grand. Gill explains the story behind Flowers From the Farm started and talks about how it's grown into a network of over 1000 independent growers of seasonal British cut flowers, why she stands behind their products and offers suggestions for things to try and even how others could join the movement.

For more information visit:  
<https://www.flowersfromthefarm.co.uk/>

See [acast.com/privacy](https://acast.com/privacy) for privacy and opt-out information.


25 min

PLAY ▶

WORK WITH ME HOME ABOUTCONTACT PODCAST BLOG

Flower farmer Gill Hodgson shares her small business journey, from setting up Fieldhouse Flowers and starting to grow flowers in her 50s to setting up Flowers from the Farm, a UK association of British flower growers.

LISTEN



My Small Business & Me

**The Story of Flowers from the Farm With Gill Hodgson**

Hosted by Rona Wheldon

00:00:00 | 01:26:32

*You'll Learn*

- ☑ Gill shares her small business journey and how she started growing flowers on her farm at the request of a friend who was getting married
- ☑ She discusses how selling the surplus flowers at the end of the drive made her realise that there was a market
- ☑ On taking take her flowers to sell at farmers' markets, she was blown away by the reaction from the general public
- ☑ Due to farmers being advised to diversify, she felt that they too could benefit from growing flowers on their land
- ☑ Sending out a press release led to her getting not only regional but also national coverage



# Flowers from the Farm

Report by Liz Anderson 25 Jan 2022

