

2023 FLOWERS FROM THE FARM CONFERENCE

PLOT TO PROFIT

SATURDAY, 28 JANUARY 2023

How to book
What's on
Who's speaking
Where to stay
How to get there

WILLS MEMORIAL BUILDING, QUEENS ROAD, CLIFTON, BRISTOL, BS8 1QE



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PLOT TO PROFIT

Tickets are now on sale [here](#) for our 2023 conference in Bristol. The South West conference team have been beaver-ing away all year to create a jam-packed day of learning for you. Our theme is **Plot to Profit**, as we want to inspire everyone to make 2023 their most successful year yet.

Compèred by Paul Stickland of Black Shed Flower Farm, the day will be filled with information on all aspects of our businesses and the chance to meet key industry suppliers. We really feel there will be something for everyone to benefit from, no matter how large or small your plot or how experienced or new you are to flower farming.

We would love to see as many of you there as possible for our first in person conference for 3 years. There will also be a get-together over supper the evening before, which will be a great opportunity to chat, network and meet all those Instagram and Facebook friends.





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MAKING PROFIT FROM DRIED FLOWERS

WITH BEX PARTRIDGE

Bex Partidge of Botanical Tales in Dorset has literally written the book on dried flower floristry - well, two books, in fact. Bex will be demonstrating for us on the Main Stage and sharing her insights into how to dry flowers not just for their beauty but also for profit.

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SOIL FOR SUCCESS

WITH JO WRIGHT

Jo Wright of Organic Blooms in Gloucestershire will be sharing her tips, insights and expertise on how paying attention to the condition of your soil yields results in your crops. Together with her business partner, Wendy, Jo has established an acclaimed certified organic flower farm and social enterprise.



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SCALING UP

WITH JAMES GREIG
IN CONVERSATION WITH
RACHEL SIEGFRIED



MORNING BREAKOUT OPTION 1

Taking on more land to farm can be an exciting but daunting prospect. James Greig of Stem & Green is joined in conversation with Rachel Siegfried of Green & Gorgeous to uncover the secret to scaling up your business efficiently and profitably from planning and timing to plant selection and beyond.

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PHOTOGRAPHY

WITH ANDREA GILPIN

MORNING BREAKOUT OPTION 2

Flower, garden and lifestyle photographer, Andrea Gilpin, reveals how to capture the beauty of your flowers to promote your business. A firm favourite with flower farmer photoshoots, Andrea also runs her own flower farm, Wild Meadow, in Wales.



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MAKING THE MOST OF A SMALL PLOT



MORNING BREAKOUT OPTION 3

When space is at a premium, every flower farming decision counts. In conversation with Sara Willman of [My Flower Patch](#), Debs Baker And Roz Evitt of [The Wild Zinnia](#) in Bristol share how they made their allotment plots as productive as possible.

A photograph of three women standing in a lush garden filled with various flowers. The woman on the left has white hair and glasses, wearing a light green shirt. The woman in the middle has brown hair and is wearing a blue long-sleeved shirt with a tool belt. The woman on the right has short brown hair and is wearing a beige patterned shirt. They are all smiling and holding large black pots filled with different types of flowers, including orange poppies and pink daisies. In the background, there are green bushes and a white greenhouse structure.

10 WAYS TO MAKE YOUR BUSINESS MORE PROFITABLE

The dream flower farming team from **The Business of Selling Flowers** will be taking to the Main Stage to share their Top Ten Practical Tips to steer you towards improved profitability. Listen & learn with Carol Siddorn of Carol's Garden, Paula Baxter of Mill Pond Flower Farm and Claire Brown of Plantpassion.



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UPPING YOUR WEDDING GAME

WITH SARAH WILSON

AFTERNOON BREAKOUT OPTION 1

Based in Somerset, Sarah Wilson of **Compton Garden Flowers** is a farmer-florist with a penchant for a good wedding. Sarah breaks down her approach to making profit from wedding flowers, whether it's the full design and create service or DIY buckets.

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HUBS & WHOLESALE

AFTERNOON BREAKOUT OPTION 2

Flower farmers across the UK are working to crack the holy grail of wholesale hubs to supply florists. Find out how to get involved or how set up a hub in your area. Hear from Debbie Scott of East Lothian Flower Farm, Naomi Persey of Wards Farm Flowers, Wendy Paul of Organic Blooms and hear the florist's view from Verity & Saffy of The Bath Flower School.

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WHAT'S NEW ON INSTAGRAM

WITH LOU CHUDLEY OF SPARK SOCIAL

AFTERNOON BREAKOUT OPTION 3

Instagram specialist, Lou Chudley, brings us up to speed with how we need to be using Instagram in 2023 from video content and best practices and tips for Reels; how to make your account as discoverable as possible and how to make that all important connection with your community. You'll leave the session enthused and more confident in how to use Instagram to promote your business.



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FLORAL DEMONSTRATION

WITH SABINE DARRALL

Sabine Darrall is a specialist in eco-floristry, creating romantic and original arrangements and installations for weddings and events, and teaching and mentoring fellow florists from all over the world. Sabine is set to not only wow us with her sustainable floral designs but will also share her thoughts and insight into what event florists really **need** from flower farmers.



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TICKETS ON SALE NOW

Friday, 27th January 2023 AGM at 1800H followed by supper at 1900

Saturday, 28th January 2023 - Conference

0830H Event registration opens & trade stands open

0915H Conference begins

1730H Conference ends

How to buy tickets: Online at Eventbrite [here](#)

Ticket prices:

Early Bird conference ticket: £80

Full price ticket: £95

Friday night supper ticket: £30

Venue: Wills Memorial Building, Queens Road, Clifton, Bristol, BS8 1QE

Where to stay: Meet Bristol & Bath Convention Bureau have set up a dedicated booking page [here](#).

How to get here: Read our sustainable transport document [here](#).

