



The Flowers from the Farm Media Pack March 2023



About Flowers from the Farm

Flowers from the Farm is a not-for-profit membership association championing over 960 independent, artisan growers of local, seasonal British cut flowers across the UK. The principal aims of Flowers from the Farm are to encourage more people to grow cut flowers for market in Britain, to promote British cut flowers, and to foster friendship and sharing through meetings, activities and communication.

Managed entirely by a committee of dedicated member volunteers, Flowers from the Farm has driven the renaissance in British cut flowers, promoting the beauty and value of seasonal, scented, garden-style blooms for local bouquets, funerals, weddings and events. And by developing the market for locally-grown blooms, Flowers from the Farm has mentored hundreds of new careers in flower farming. Experience, advice and expertise is openly shared through regional meetings, a closed facebook forum, regular blogs, the members' website and collaboration at shows and events.

Gill Hodgson (pictured above right) - Founding a Nationwide Movement

Yorkshire flower farmer, Gill Hodgson of Field House Flowers, founded Flowers from the Farm in 2011. Now, as Honorary President, Gill talks modestly of founding Flowers from the Farm over breakfast "between one bite of toast and the next", but her singular vision and determination has launched a nationwide movement that has changed the conversation about where our flowers come from.

Every flower farm is unique

There is no single template for a British flower farm. Flower farms range in size from cutting gardens and allotments to walled gardens and farmland of 20 acres or more. Some growers wholesale to local florists, whilst others may sell buckets of flowers to brides or Pick Your Own visitors or employ their floristry skills to offer bouquets, wedding, event and funeral flowers.

Flowers from the Farm members cultivate dozens of varieties of flowers and foliage outdoors in their natural season and without using additional light or heat. They serve their local markets, incur minimal travel miles and zero air miles. Our flower farmers simply produce the most sustainable flowers that you will find.

Find your local flower farmer at www.flowersfromthefarm.co.uk.



Awards & Shows



Members of Flowers from the Farm come together to exhibit at flower shows to improve public awareness of local, seasonal, garden-style flowers. Since 2015, the association has won over 39 medals, 25 at Gold including an RHS Gold medal at the prestigious RHS Chelsea Flower Show in 2018.

More recently, Flowers from the Farm has been invited to collaborate around high-profile events. In 2022, the organisation became the official supporter of the Bloom Theatre at RHS Malvern Spring Festival; created a 'Seed to Bouquet' installation at the Manchester Flower Show; collaborated with the RHS at Hampton Court and co-produced the Strawberry Hill House Flower Festival.

RHS Hampton Court Garden Palace Garden Festival - 4th-9th July 2023

This summer, the association is working with the Royal Horticultural Society to stage the '*RHS Flower School with Flowers from the Farm*' at the RHS Hampton Court Palace Garden Festival. Members are creating sustainable foam-free floral installations, giving floral demonstrations and running hands-on buttonhole workshops for visitors. Every single bloom will be supplied by members of Flowers from the Farm from plots within a 50 mile radius of the showground.

Flower Farmers' Big Weekend - 8th-10th September 2023

Flowers from the Farm members across the UK will be welcoming visitors onto their plots for the Flower Farmers' Big Weekend, celebrating the 5th year of the association's annual open flower farm festival. The campaign invites flower-lovers behind the scenes of the British cut flower movement to meet the growers, see how and what they grow and discover why local and seasonal is the most sustainable way to buy flowers. The Flower Farmers' Big Weekend has inspired many budding growers to pick up a trowel and join the slow flowers movement.



4 Reasons to buy British flowers



#1 For their seasonal beauty

Garden-style flowers from your local flower farmer will be freshly picked and locally delivered. Each individual flower will have the natural, unique, informal beauty that can only come from small-scale, outdoor production. Your local flower farmer grows with the seasons and is motivated by the excitement of harvesting the first of the sweet peas, peonies, dahlias, garden roses, anemones, larkspur, snapdragons and cornflowers.

#2 To support British growers

In the face of the rapid growth of the global cut flower industry, hundreds of traditional cut flower nurseries collapsed. Fifty years ago, imported flowers were rare and exotic. Today, British flowers are the new exotics and British growers need your support. Find out where your flowers have been grown before you buy. Don't just rely on the words 'seasonal' or 'direct from the grower'. **Buy British.**

#3 For their fragrance

Dip your nose in a bouquet of supermarket-bought flowers to inhale the scent, and all too often you'll be disappointed. This is because your mass-market flowers will have been bred to withstand the rigours of international shipping and mass production rather than to possess intoxicating fragrance. Now, smell a beautiful bouquet of fresh cut flowers grown by your local British flower farmer, and the experience is altogether different. You will be enveloped in a heady concoction of delicious fragrances, and transported by childhood memories of flower-filled gardens.

#4 To reduce your Carbon footprint

Did you know that 86% of the cut flowers sold in the UK come from abroad?* Imported from Holland and flown in from as far afield as the large-scale commercial growers of Kenya, Ethiopia, Israel, Ecuador and Colombia, the carbon footprint of a bouquet of imported blooms is estimated to be **20 times higher**** than a freshly-picked bouquet from a local flower farmer, who typically cultivates hundreds of different varieties of flowers and foliage outdoors across the season.

* DEFRA 2018

** Rebecca Swinn - MSc dissertation on [The Carbon Footprint of Flowers](#)



Find your local flower farmer at www.flowersfromthefarm.co.uk.

Instagram: @Flowersfromthefarm

Twitter: Flowers_ft_Farm

Facebook: Flowersfromthefarmpublic

Media Contact www.flowersfromthefarm.co.uk **#britishflowers**

Liz Anderson
M: 07976 061092
E: liz@lizanderson.co.uk