



MEDIA RELEASE
For immediate release

Igniting the Passion for British cut flowers
British Flowers Week to return on 3rd - 9th June 2024
as Flowers from the Farm takes on campaign from
New Covent Garden Flower Market



Photo credit: Janne Ford, Featherstone
Flowers, Lucy Shergold

In the decade since New Covent Garden Flower Market first launched [British Flowers Week](#) in June 2013, the annual campaign has shone a spotlight on the British cut flower industry, raising the profile of growers, wholesalers and the florists who work with UK-grown flowers.

Now, New Covent Garden Flower Market has decided it's time to hand the mantle of British Flowers Week to [Flowers from the Farm](#), the industry body promoting small-scale growers of local, seasonal British cut flowers. Flowers from the Farm, with a membership of more than 1000 flower businesses across the UK, is uniquely placed to lead the industry-wide campaign to increase the share of the UK market occupied by flowers grown in this country.

Flowers from the Farm has announced that British Flowers Week 2024 will take place on **3rd - 9th June** with the theme of **Igniting the passion for British cut flowers**. They are inviting every retailer, wholesaler and grower of British-grown flowers to get involved in British Flowers Week by organising flower-filled events to inspire and engage; from flower flashes, pop-up stalls and window displays — to talks, flower-field tours, sustainable floristry workshops and demonstrations. The new website will go live in Spring 2024 with details of how to find out what's going on near you.

In London, the Garden Museum will continue to celebrate British Flowers Week with their annual exhibition of floral installations, open this year from Thursday 6 – Monday 10 June where five of the country's top floral designers will be invited to build showstopping floral installations around the museum using seasonal, British-grown flowers. Also, New Covent Garden Flower Market will be hosting daily tours focusing on the market's wholesalers trading in British flowers and foliage.



Wendy Paul, Co-Chair of Flowers from the Farm said: *“New Covent Garden Flower Market’s work in coordinating British Flowers Week for the past decade has helped put British cut flowers on the map. It’s now Flowers from the Farm’s turn to take the campaign forward into its second decade and we cannot wait to get started! Today, UK-grown flowers have just 14% of the UK cut flower market. We want to change that and we’re looking forward to working together with our friends and colleagues across the industry to ignite a passion for British cut flowers.”*

From 2025 onwards British Flowers Week will run from the second to the third Saturday of June.

About Flowers from the Farm www.flowersfromthefarm.co.uk

Founded in 2011, Flowers from the Farm is the UK industry body championing more than 1000 independent, small-scale growers of local, seasonal cut flowers. Its members farm an estimated 1000 acres of garden-style flowers and foliages on cutting gardens, allotments, walled gardens and farmland across the UK from Inverness to the Isles of Scilly. Flowers from the Farm has three founding aims: to promote British cut flowers, encourage more people to grow for market and to foster friendships and collaboration.

Media Contact

For more information, hi-res images or to arrange interviews, contact:

E: pr@flowersfromthefarm.co.uk