



Sustainability: from Soil to Sales

The 2022 FFTF Conference

presented by the North West region

Monday 07 February 2022 | 0930H–1530H







Welcome to the 2022 Flowers from the Farm Online Conference

We – Team North West – are thrilled to present this year's Flowers from the Farm conference on the theme of 'Sustainability: from Soil to Sales'. Our inspirational speakers will be sharing both their specialist knowledge and expertise and deliverable, practical ways to apply sustainable practices to the everyday business of flower farming.

Co-hosting the conference from the North West region are the fabulous Becky Hindley of Picking Posies in Lancashire and Ryan Lewis of Bloom by Ryan Lewis in Staffordshire (pictured below).

All flower farmers love a chat, so please do say hello or ask questions on the Chat function during the conference and share on social using the hashtag #FFTFconference.



With best wishes,

Team North West!

*Please note that times and speakers may be subject to change.





0930H

FFTF Matters

Meg Edmonds, FFTF Co-Chair

Fresh from the AGM and looking forward to the season ahead, Meg brings us up to date with all matters Flowers from the Farm.

As Carole Patilla of Tuckshop Flowers steps down at the end of her brilliant two-year tenure as Co-Chair, Meg introduces us to the new post-holder, Debbie Scott of East Lothian Flower Farm and former Scotland coordinator.

Stand by too for an update on the Diversity Action Group and on the 2021 Diversity Scholarship winners.





0950H

The Science of Soil Health

Professor Richard Bardgett

As Professor of Ecology at The University of Manchester, Richard's research interests focus on understanding how soil biodiversity regulates the functioning of natural and agricultural ecosystems. More recently, his research on soils and their ecology has been directed at issues such as sustainable soil management, biodiversity restoration, and climate mitigation.

Richard co-founded the Global Soil Biodiversity Initiative, contributed to the recent UN report 'State of Knowledge of Soil Biodiversity', and is currently a member of Defra's Science Advisory Council. He served as President of the British Ecological Society and on several advisory boards, and has published more than 350 scientific papers on soil related topics and several books, including *Earth Matters: How Soil Underlies Civilization*, and *The Biology of Soil*.



1045H

Growing Perennials

Rachel Siegfried of Green & Gorgeous

in conversation with

Carol Siddorn of Carol's Garden

Carol Siddorn pays a visit to Green & Gorgeous in South Oxfordshire to learn more about why Rachel has made the conscious decision to grow more perennials to make her flower business more sustainable.

Rachel guides us around her established two acre flower farm highlighting her pick of the productive perennials and offering practical tips to making perennials an essential part of any plot.

www.greenandgorgeousflowers.co.uk





1130H

Increasing Biodiversity & Beneficial Insects

Professor Dave Goulson

Dave Goulson is Professor of Biology at University of Sussex, specialising in bee ecology. He has published more than 300 scientific articles on the ecology and conservation of bumblebees and other insects, plus seven books, including the Sunday Times bestsellers *A Sting in the Tale*, *the Garden Jungle* and *Silent Earth*.

Richard founded the Bumblebee Conservation Trust in 2006 and in 2015 was named number 8 in BBC Wildlife Magazine's list of the top 50 most influential people in conservation.

He is a trustee of Pesticide Action Network, an Ambassador for the UK Wildlife Trusts, and president of Pesticide Free Scotland.

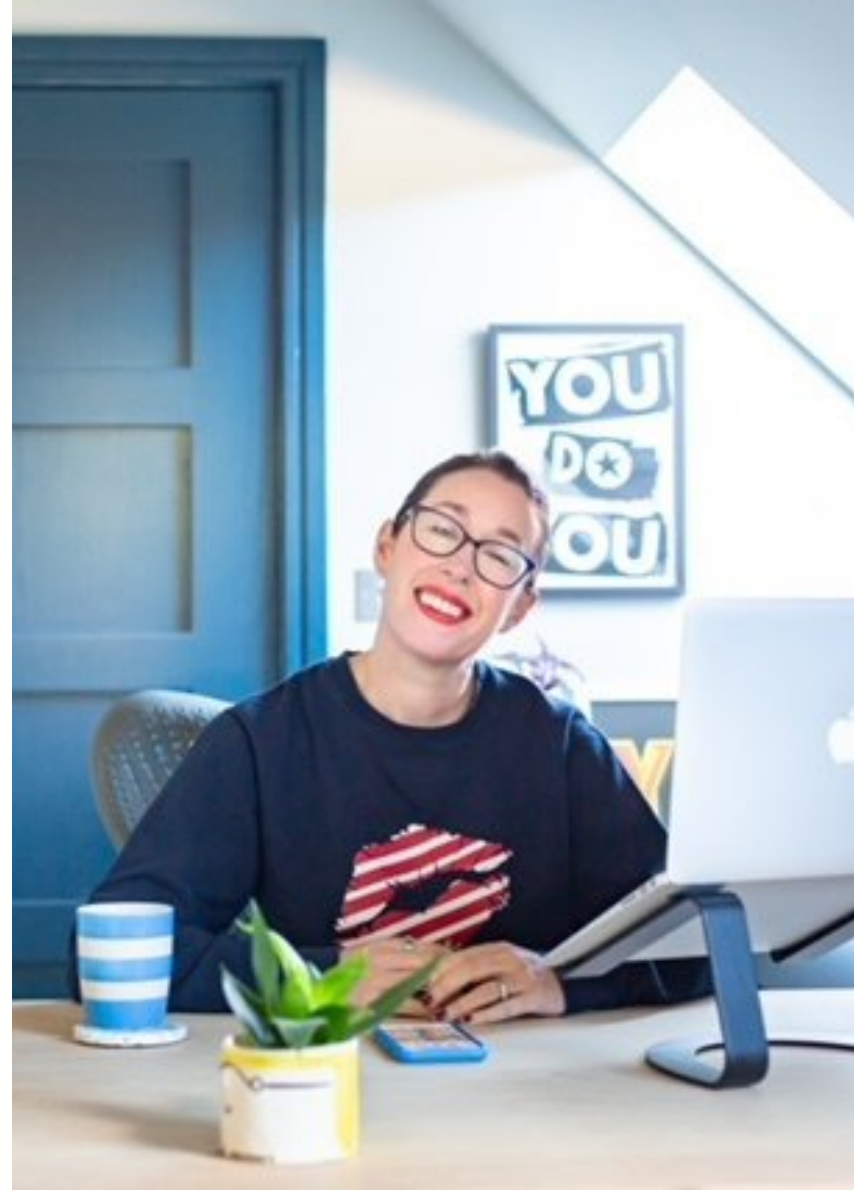


1200H A-Z of Instagram Helen Perry

Helen Perry is an Instagram specialist and email enthusiast, who works with small creative businesses to make content marketing doable. Her maxims are: The bolder you get, the better the results! And #JustBloodyPostIt

In her presentation to FFTF, Helen explores how to make the most of Instagram to market your flower business, and brings us up to speed with the latest Insta innovations. Full of myth-busting, time-saving, profile-boosting ideas, Helen offers a fascinating take on where to focus your time and effort for maximum results.

www.helen-perry.co.uk
Insta: @_helen_perry





1300H **A Year at Floret** **Becky Crowley**

Becky spent five years establishing a beautiful and productive organic cutting garden at Chatsworth House in Derbyshire, home of the Duke and Duchess of Devonshire.

She then went on to spend nearly two years in North America working at the much celebrated Floret Flower Farm in Washington State.

Her talk will tell the story of going from a 1 acre site at Chatsworth House to designing and implementing gardens, hedgerows, and series of wildlife plantings on the 24 acre Floret Flower Farm.

www.beckycrowley.co.uk



1345H

Deliverable sustainable practices for your plot

Jo Thompson of Wye Valley Flowers

Jo specialises in Education for Sustainable Development, most recently lecturing at Reading University on social capital, poverty, outdoor education, wellbeing in nature, pedagogies of hope and positive active for climate change. Home is a 13-acre farm in Gloucestershire with a glamping site and education space that uses renewables, eco toilets and water harvesting, and is aiming for Planet Mark status.

Jo founded Wye Valley Flowers with business partner Lucy two years ago. They were 2021 Rural Business Awards finalists for 'Best Business Start Up in South West' for their sustainable focus and support of the local community through lockdown.

www.wyevalleyflowers.com





1445H

Sustainable Floral Installation

Sarah Statham, Simply by Arrangement

In this exquisite film, Sarah creates a spectacular floral archway in her trademark style of wild abundance, a design full of texture and movement and life, as if still growing. Blending both fresh and dried flowers and foliages through sustainable floristry techniques, Sarah offers us a stunning celebration of the beauty of sustainable floristry.

Florist, teacher and flower farmer, Sarah Statham runs floristry courses from her studio in rural Yorkshire "to teach others how to use flowers to bring lightness, depth and soul into each day."

www.simplybyarrangement.co.uk



1515H
Striking PR GOLD in 2022
Liz Anderson

Proudly promoting Flowers from the Farm as your PR consultant, Liz warms to her theme that every single FFTF members is PR GOLD!

Liz will zip through the PR highlights of 2021 before focusing minds on the opportunities ahead not least on British Flowers Week in June and then the big one:

The Flower Farmers' Big Weekend on 5-7 August 2022.

Start making plans!





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1530H Conference Closes

Becky Hindley and Ryan Lewis bring to a close the 2022 Flowers from the Farm Online conference organised by the North West region.



Thank you for watching!

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www.flowersfromthefarm.co.uk