



Flowers from the Farm (FftF)

Company no. 07541733

Annual General Meeting – 25 January 2025

Marketing Report

Completed in 2024/25:

- Press release written and disseminated re: FFTF conference 2025
- Contact established with The Garden Museum re British Flowers Week, meeting to follow Jan '25
- Meeting scheduled Jan '25 for review of BFW '24, lessons learned, key points to focus on etc with Wendy from Organic Blooms
- Agreement at board meeting to review social media strategy, in line with the new Trade Association status. Meeting scheduled Jan '25 with Sarah from Golden Valley Meadow, she has been auditing the existing Instagram to see which posts are performing best, most engaging etc

Planned for 2025/26:

- Conference – focus will be on this for early part of '25
- Further press coverage regarding new TA status for FFTF
- Promotion of British Flowers Week
- Brand refresh to reflect status as Trade Association
- Review and update website content and tone to reflect status as Trade Association