



The Flowers from the Farm Media Pack June 2025



About Flowers from the Farm

Flowers from the Farm is the UK's leading professional trade association for independent flower growers, representing a network of over 1,000 members nationwide.

We are dedicated to advancing agroecological growing practices that prioritise environmental responsibility and financial sustainability.

Our mission is to empower our members with the knowledge, resources, and opportunities to thrive in their businesses while promoting the unique value of British-grown flowers. Through education, advocacy, and collaboration, FftF is driving innovation and excellence in the flower-growing industry, connecting growers with customers who value high-quality, sustainably produced flowers. As part of our strategy our aims are

- **Promotion**
To secure a long term, sustainable and successful future for British cut flowers through promotion, professionalism, routes to market, and representation at policy level.
- **Education**
To provide continued professional development (CPD), training and education for members.
To educate the wider public to increase awareness and understanding of the cut flower industry.
- **Quality standards**
To develop quality standards for the British cut flower industry. To establish guidelines which ensure that our best quality product reaches the public.

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.



Shows & Events

Members of Flowers from the Farm come together to exhibit at flower shows and events to improve public awareness of local, seasonal, British grown flowers.

RHS Malvern 2024 & 2025

November 2023 saw an advert inviting applicants for the design of the RHS letters at RHS Malvern. The local FftF regional group created a small design team from local flower farmer/florists who came up with a design, theme, colors and budget. The design was successful and the image above center was created. The region once again applied for 2025 and was again successful showcasing British grown flowers again in all their glory.

Royal Welsh Smallholding and Countryside Festival

Bringing the joy of local, sustainable flowers to Wales in 2024 Firth Flock Flowers created a sustainable Welsh Countryside scene to include a family of floral sheep. The event run by the Welsh government-funded organization Farming Connect that provides support such as funded training and business advice to agricultural and horticultural businesses in Wales. They Ellen the opportunity to create an installation at the Royal Welsh Smallholding and Countryside Festival, to promote FftF and the wonderful things about locally grown flowers.

The Smallholding & Countryside Festival is held at the Royal Welsh Showground and is focused on celebrating rural life. The weekend-long event showcases the diversity of the Welsh countryside with a massive range of events and attractions

British Flowers Week 2025

Since its launch in 2013, British Flowers Week has become one of the leading initiatives celebrating the UK's cut flower industry, highlighting the work of growers, wholesalers, and florists who champion British-grown blooms. After a decade of success under New Covent Garden Flower Market, British Flowers Week is now led by Flowers from the Farm, the forward-looking trade association transforming the landscape for small-scale British flower growers.

FftF members will be holding events across the UK during the week **16th – 22nd June 2025** showcasing their British grown flowers.

To find an event local to you click [here](#)



Reasons to buy British flowers

To reduce your Carbon footprint

Did you know that 80% of the cut flowers sold in the UK come from abroad?* These blooms sold in supermarkets, flower shops and online are 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 beautiful bouquet from a local flower farmer, who typically cultivates hundreds of different varieties of flowers and foliage outdoors across the season.

* based on DEFRA 2023 cut flowers and bulbs production and import/export data.

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

For their seasonal beauty

The seasonal beauty of British-grown flowers offers a vibrant tapestry of colours and scents throughout the year, reflecting the UK's rich horticultural heritage. In spring, the landscape awakens with cheerful daffodils, delicate snowdrops, and fragrant bluebells, heralding the end of winter's chill. Summer brings a burst of life with roses, sweet peas, and lavender, filling gardens with their vivid hues and captivating aromas. As autumn arrives, dahlias, chrysanthemums, and sunflowers continue to bloom, adding warmth and richness to the season. Even in winter, hardy flowers like hellebores and pansies provide splashes of colour, proving that beauty doesn't rest with the changing seasons. By choosing British-grown flowers, you not only enjoy this ever-changing floral display but also support local growers and sustainable practices, ensuring that these seasonal treasures continue to thrive for generations to come.

To support British growers

Choosing British-grown flowers isn't just about supporting local growers—it's a step towards a more sustainable and vibrant future. Imported flowers can have up to 10 times the carbon footprint of British blooms due to long-distance transport and energy-intensive cultivation.

By opting for locally sourced flowers, you significantly reduce environmental impact and support biodiversity. British flower farms often cultivate a variety of native plants, providing vital habitats for pollinators and contributing to a healthier ecosystem.

Additionally, these flowers are typically grown without harmful chemicals, ensuring a safer environment for both wildlife and people. Beyond environmental benefits, purchasing British flowers strengthens the local economy, supporting small-scale farmers and artisans. So, the next time you're selecting a bouquet, consider the lasting impact of your choice—buy British, and nurture both nature and community.



For their fragrance

As flower farmers, we can confirm to the profound difference in fragrance between British-grown blooms and their imported counterparts. Many commercial flowers are bred for durability during long-distance shipping, often at the expense of scent. In contrast, British-grown flowers are cultivated with care and attention to their natural qualities, resulting in bouquets that are not only visually stunning but also rich in fragrance. Varieties like sweet peas, stocks, and garden roses are celebrated for their intoxicating scents, which can fill a room and evoke cherished memories of garden blooms. By choosing locally grown flowers, you're not only supporting sustainable practices but also bringing home the true essence of nature's perfume.

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

Instagram: @Flowersfromthefarm

Twitter: Flowers_ft_Farm

Facebook: Flowersfromthefarmpublic

Media Contact

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