



## MEDIA PACK

### What is 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.

### Our Mission

Founded in 2011 by Gill Hodgson, Flowers from the Farm began as a grassroots initiative from her Yorkshire kitchen table. Today, it has blossomed into a vibrant, not-for-profit trade Association with over 1,000 active members spanning from Cornwall and the Isles of Scilly to Inverness. Our members' flower farms range from micro-businesses on allotments and cutting gardens to expansive sites of up to 6 acres or more.

Our core objectives are:

- **Encouraging** more individuals to grow cut flowers for the market in Britain.
- **Promoting** British-grown flowers.
- **Fostering** community and collaboration through meetings, activities, and communication.

### The Need for Change

Fifty years ago, British-grown cut flowers dominated the UK market, with imports considered 'exotics.' Today, the situation has reversed: over 85% of flowers sold through florists, supermarkets, and wholesalers are imported from countries like Ecuador, Colombia, Kenya, and Ethiopia. British-grown flowers have become the new 'exotics.'

Flowers from the Farm aims to address this imbalance by raising awareness of the benefits of locally grown flowers and developing a nationwide network of British cut flower growers.

### What Our Growers Offer

Members of Flowers from the Farm provide:

- **Seasonal blooms** not typically found in commercial outlets.
- **Freshly picked** flowers sourced directly from local fields.
- **Garden-style, informal beauty and fragrance** in every stem.
- **A significant reduction in travel miles**, contributing to a smaller carbon footprint.

### Why Choose British Flowers?

In short, because provenance matters.

Just as top chefs choose ingredients that are fresh, local, and in season to create the finest dishes, a new generation of florists and flower lovers are turning their attention to British-grown flowers for flowers.



At Flowers from the Farm, we believe in celebrating flowers with a story—flowers that reflect the land they were grown on, the care with which they were cultivated, and the communities they support.

- **Provenance:** British flowers are rooted in place and time. Grown in the open air, shaped by local weather, and harvested in season, they reflect the rhythm of the natural world.
- **Transparency:** When you buy flowers from our members, you can know exactly where they came from and how they were grown. Many sell directly to florists or those people who will enjoy the flowers in their homes, building relationships based on trust and shared values.
- **Quality and Scent:** Without lengthy supply chains, locally grown flowers retain the traits that make flowers magical—movement, character and fragrance. Their stems dance in the vase, their flowers open gradually over days, and their scent fills the air. It's a sensory experience that reconnects people to the joy of real flowers
- **Environment and Biodiversity:** Our British flower farmers grow quality flowers, are socially responsible and are passionate about protecting the environment. Many grow their flowers using agroecological methods, supporting pollinators, enriching soil, and fostering biodiversity. Open-pollinated flowers contribute to healthy ecosystems, while field-grown flowers reflect and respect the seasons.
- **Hyper-local Economic Development:** Every British bouquet supports local enterprise. From small-scale flower farms to local florists, flower growing is breathing new life into rural economies.
- **The Future is British (and Seasonal):** In 2023, the UK spent £3.8 billion on cut flowers, yet only a tiny fraction of that was spent on locally grown stems. We're working to change that. From tulips in spring to dahlias in autumn, there is a wealth of seasonal beauty to enjoy.

At Flowers from the Farm, we see flowers as more than decoration. They are a way to honour the land, support biodiversity, strengthen local economies, and connect people to the seasons and to each other.

Let's grow a movement—stem by stem.

### Join Flowers from the Farm

Whether you're a seasoned grower or just starting, becoming a member of Flowers from the Farm offers:

- Access to a **supportive community** of like-minded individuals.
- Opportunities to **network** and collaborate with fellow growers.
- Resources and **training** to enhance your skills and business.
- A platform to **promote** your flowers through our directory and events.
- Access exclusive **discounts**.

For more information or to become a member, visit our website: [flowersfromthefarm.co.uk](https://flowersfromthefarm.co.uk)

### Who are the members of Flowers from the Farm?

There are over 1000 grower members of Flowers Farm (as June 2025) working on sites across the country from the Scottish Highlands down to Cornwall and the Scilly Isles.



Their flower farms vary in size from allotments and cutting gardens to large walled gardens, farmland and nursery plots of up to 6 acres or more dotted with polytunnels and glasshouses.

Many members are professional horticulturalists, gardeners or farmers who have branched out on their own to establish their own growing businesses. Others are career changers passionate about flowers and, who find a more rewarding and creative outlet in the farming of flowers.

Members of Flowers from the Farm are supreme multi-taskers. Not only do they sow, grow and harvest the flowers, they bunch them up to sell at the farm gate, at farmers' markets, as DIY buckets and to retail and studio florists. Many offer courses on growing your own cut flowers or hold flower arranging workshops.

What is more, most Flowers from the Farm members also fulfil the role of **florist**, designing exquisite, informal wedding and event flowers, hand-tied gift bouquets and touching funeral flowers using the flowers and foliage's grown on their land.

Some members of Flowers from the Farm are not growers at all, but florists first and foremost. These florists are so passionate about working with locally sourced flowers and foliage's that they have become members to support the campaigning work of Flowers from the Farm and to network with the flower farmers who can supply what they need.

### Media Contact

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