

FLOWERS FROM THE FARM

Flowers from the Farm (FftF)

Company no. 07541733

Annual General Meeting – 12 March 2026

Education Report

- **Completed in 2025/26:**
- Established the Peer to Peer CPD Webinar Programme with a focus on growing, business 101, sustainability, marketing, floristry and pricing
 - 7 webinars held
 - 327 sessions of CPD taken, with an average of 47 participants per webinar (not including data for most recent webinar)
- Conference 2026:
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Planned for 2026/27:

GROW MORE HIGH QUALITY FLOWERS

- Deliver 2027 Annual Flowers from the Farm Conference
- Continue the Peer to Peer CPD Webinar Programme - minimum of 12 webinars to be held over the course of the year, continuing focus on
 - member to member, with occasional external providers.
- Develop case studies and guidance showing how integrating flowers into crop rotations can improve biodiversity, soil health, and farm income (apply for research funding grants and work with members to identify case studies).
- Continue conversations with LANTRA regarding the development of a Flower Farming qualification

SELL MORE HIGH QUALITY FLOWERS

- Peer to Peer CPD around marketing, sales, routes to market
- Creation of a regional wholesale hub Peer to Peer network / working group for those already running hubs, as well as those interested in setting one up, to promote learning and success

- Begin the process of developing a Quality Assurance CPD programme (and accompanying Quality Assurance Standard) to support members in working towards meeting the standards outlined in the upcoming Quality Standards Policy.

SUSTAINING THE MOVEMENT

- Begin the process of developing a Sustainability CPD programme to support members in working towards meeting the standards in the Sustainability Policy.