

FLOWERS FROM THE FARM

Flowers from the Farm (FftF)

Company no. 07541733

Annual General Meeting – 12 March 2026

Board Position: External Chair

Candidates Name: Georgie Newbery



Introduction:

Georgie Newbery founded Common Farm Flowers in 2010 as a business growing bouquets to send by post. Her flower farming business has evolved over the years. She now grows mostly to supply the local DIY wedding flowers market, and her neighbouring luxury wedding flowers colleagues. She also holds workshops, and demos both at the farm and online. She has a flourishing YouTube channel and Substack Club.

Career History:

Georgie Newbery began growing flowers for sale on her plot in Somerset in 2010 and has made a successful business of it ever since. She is also a RHS Chelsea floristry judge, and RHS trials forum member. She is the author of The Flower Farmer's Year and Grow Your Own Wedding Flowers. She's frequently invited to talk or demonstrate on the subject of growing flowers for sale and how to work with locally grown flowers in floristry at places like Yeo Valley and West Dean. In 2025 she was featured as one of Gardens' Illustrated's prestigious Who's Who in Horticulture series, and credited by her MP for fifteen years of creatively building a

rural business in flower farming, so she's in Hansard. She was part of the team that won a gold medal at Chelsea 2025 for creating a foam and plastic free installation of funeral flowers with The Farewell Flowers Directory.

Why I am passionate about FftF:

Taking Flowers from the Farm forward from friendly collective to influential trade organisation is a challenge Georgie is excited to be involved with. Growing flowers for sale is not just a way to contribute to a local economy, but also enormously to the local ecology through pollen days and nectar bar days, creating environments in which all kinds of wildlife can flourish. By helping Flowers from the Farm step up to be able to negotiate for the members with government and other stakeholders in the world of agriculture, horticulture, and small businesses, Georgie hopes to be able to prove the ecological benefit of having a chain of flower farming businesses throughout the British Isles, which will then encourage government to support more people to grow flowers for sale, and to protect those businesses as having intrinsic as well as economic value.