

FLOWERS FROM THE FARM

Company no. 07541733

Annual General Meeting – 12 March 2026

Board Position: Marketing Lead

Candidates Name: Oliver Jones



Introduction:

I am Oliver; co-founder with my wife Sula of Nice Bunch. Nice Bunch is ethical floral studio and Somerset-based flower farm where we put sustainability at the heart of every decision we make.

Career History:

Prior to working with flowers, I studied Marketing at university and have spent over 20 years in the communications industry - helping organisations such as the United Nations, Waitrose and Olio to build lasting value through strong brand positioning, purposeful marketing and clear communication to connect with relevant audiences.

I bring a combination of strategic marketing expertise and practical industry experience. I understand how to build brands and shift perceptions, but I also understand the day-to-day realities of growing, selling, and promoting British flowers, because I do it myself.

FftF AGM 2026 – New Board Members to be Voted In

This dual perspective means I can deliver effective brand strategy and communications campaigns for an industry I inherently understand.

My focus will be to increase demand for British-grown flowers - supporting the membership to grow and sell more flowers, sustainably.

Why I am passionate about FftF:

I believe deeply in the value of UK-grown flowers, environmentally, economically, and culturally. They reflect seasonality, support local growers, and offer something more meaningful than imported alternatives.

I'm passionate about helping Flowers from the Farm reach more people, to tell its stories more powerfully and to convince the industry that supporting British flowers is a better choice.