

Flowers from the Farm - Building a stronger platform for British-grown flowers.

Outline process.

Flowers from the Farm has a clear five-year ambition: to increase demand for British-grown flowers by supporting our farmers to grow and sell more high-quality flowers, sustainably.

To achieve this, we need to tackle the fundamental challenge in our industry: That the British love flowers but generally buy imports. And we need to clearly understand why this is the case, what factors impede sales growth and how we can address them as an organisation.

So, we have commissioned some market research, which will provide us with actionable inputs to sharpen both our strategy and our communications. It will also explore how Flowers from the Farm is currently perceived, both as a trade body and as a brand.

Our aim is for Flowers from the Farm to be recognised as the authoritative, representative voice of flower growers across the UK. That authority matters when influencing policy, building partnerships, and driving wider awareness of British-grown flowers. So, the research will test whether our current name and brand clearly communicate who we are and who we represent, or whether they create confusion or require explanation before our message can land. And whether there are better alternatives.

The research will take place in two stages:

1. Qualitative research: In-depth interviews with florists, wholesalers and retailers. Initial findings will be shared at the AGM for discussion and via email afterwards
2. Quantitative research: A wider survey reaching a broader group of relevant audiences. The results and clear recommendations are intended to be shared with members by May 2026.

If the research recommends a change to our name, this will not be implemented without member approval. In this case, we will call an Extraordinary General Meeting (EGM) where members will have the opportunity to discuss the findings and vote on the recommendation.

We will need your help to ensure the survey reaches as many people as possible and will ask for your support when the time comes. As Sarah stated in her recent conference speech: "Data matters. Evidence matters. And influence follows both."

Interim refresh to the logo and website landing page

Alongside this work, we have received consistent feedback that our current logo and website presentation can limit engagement with potential partners and organisations. With key moments such as Chelsea Flower Show and British Flowers Week approaching, we want to ensure we are not unintentionally limiting partnership opportunities or audience reach.

For this reason, we will make a **temporary**, minimal update:

- Simplifying the logo to a text-only version
- Refreshing the website landing page

This is an interim step only and will remain in place until the research has been completed and members have agreed next steps. It does not pre-empt or predetermine any future brand or name decisions.

In summary

The research is designed to support growers by increasing demand for British-grown flowers.

All major decisions will be guided by evidence and member input.

And any recommendation to change the organisation's name will be brought to members at an EGM for a formal vote