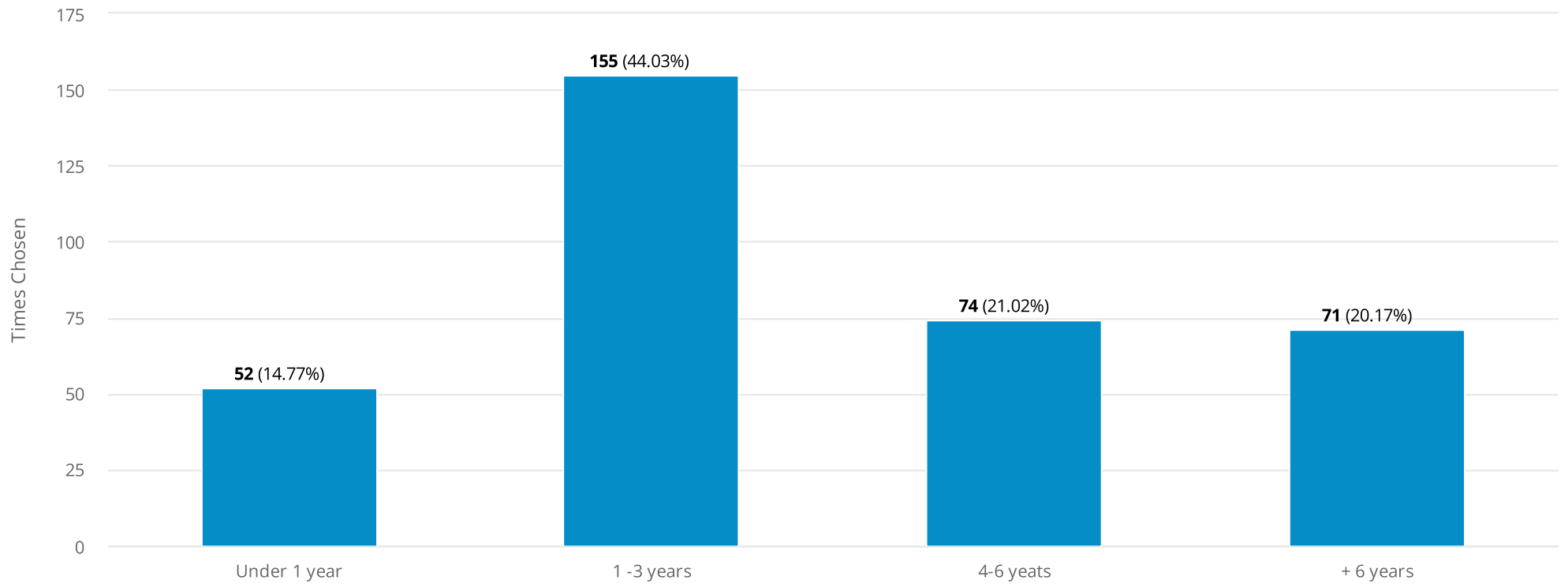


Shaping the Future

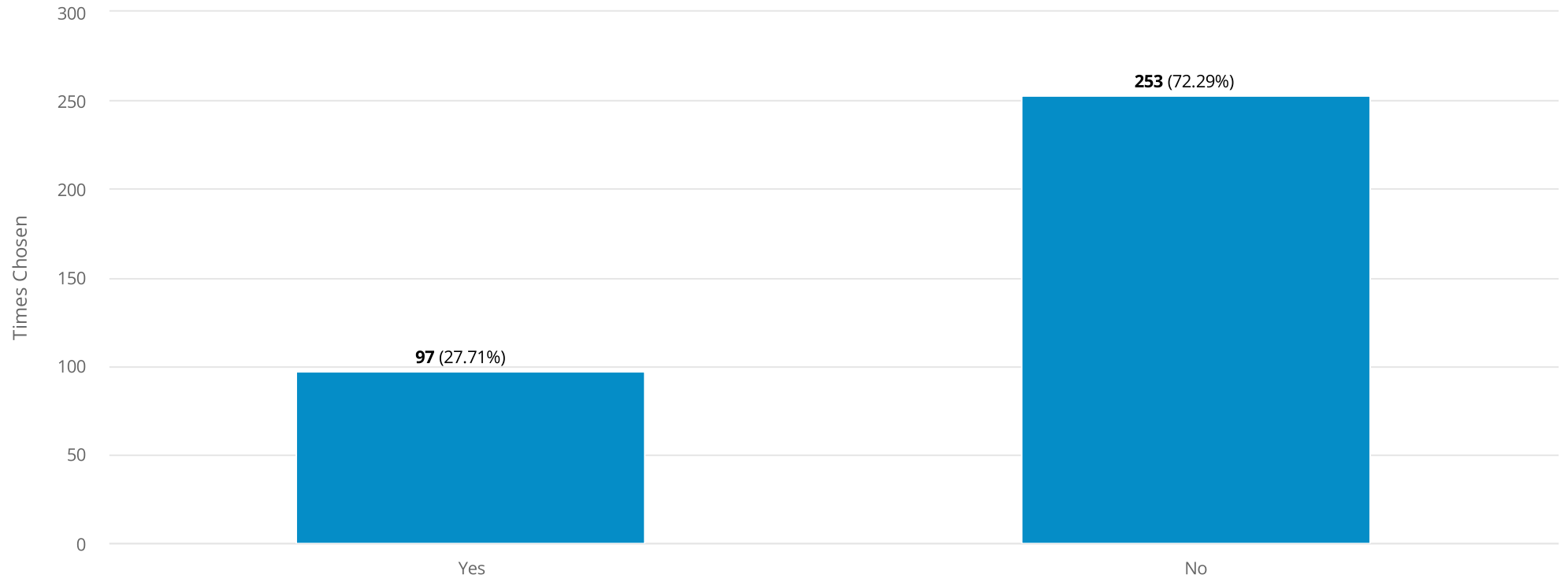
1. How long have you been a member of Flowers from the Farm?

Number of responses: 352



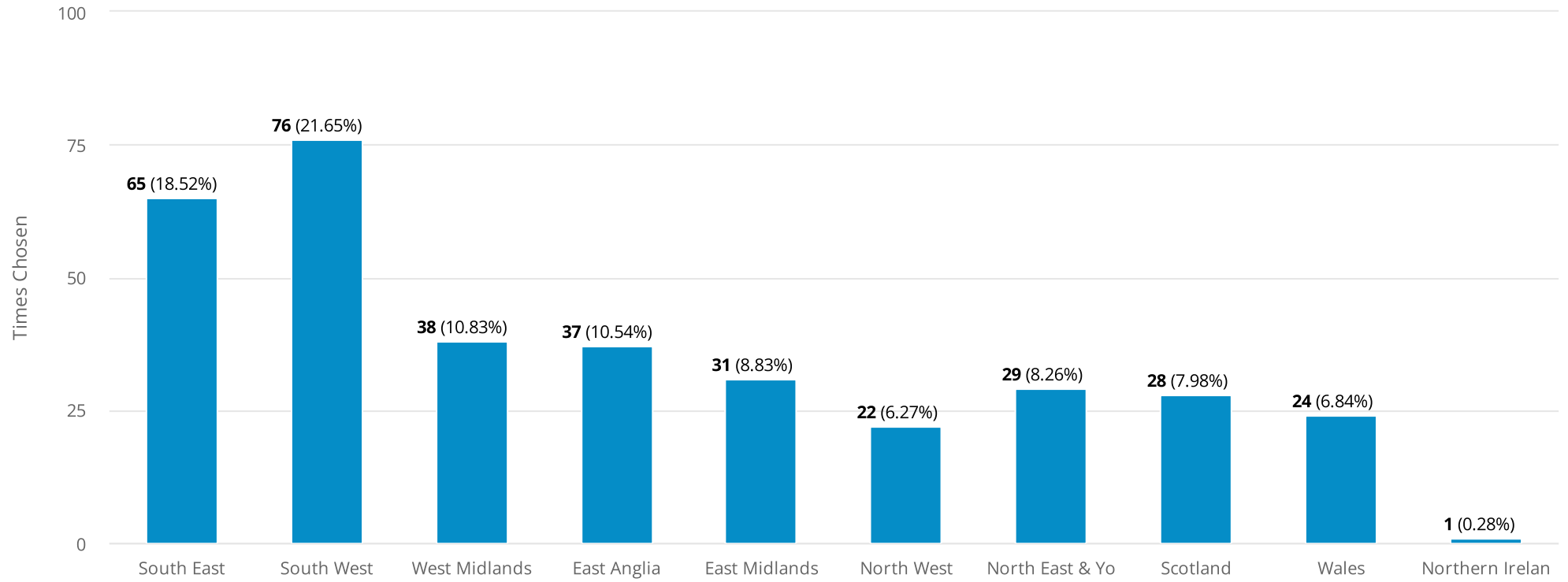
2. Have you ever volunteered for roles within FFtF

Number of responses: 350



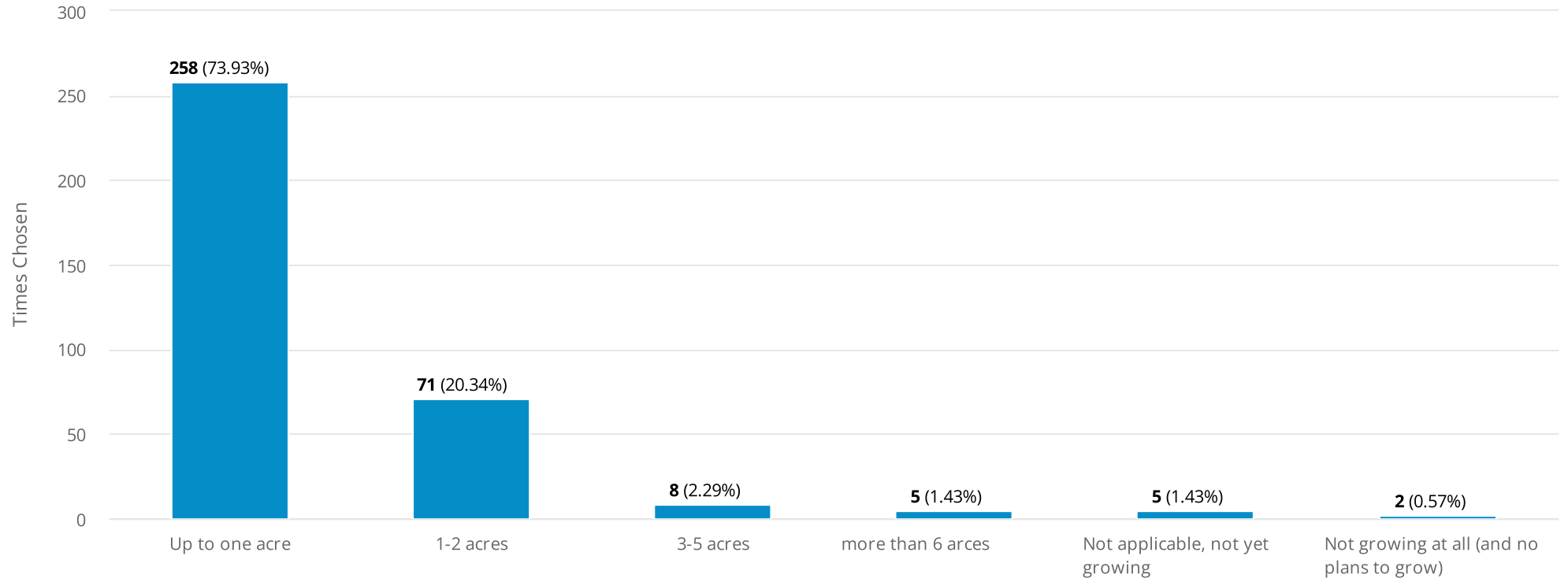
3. What FFTF region are you in?

Number of responses: 351



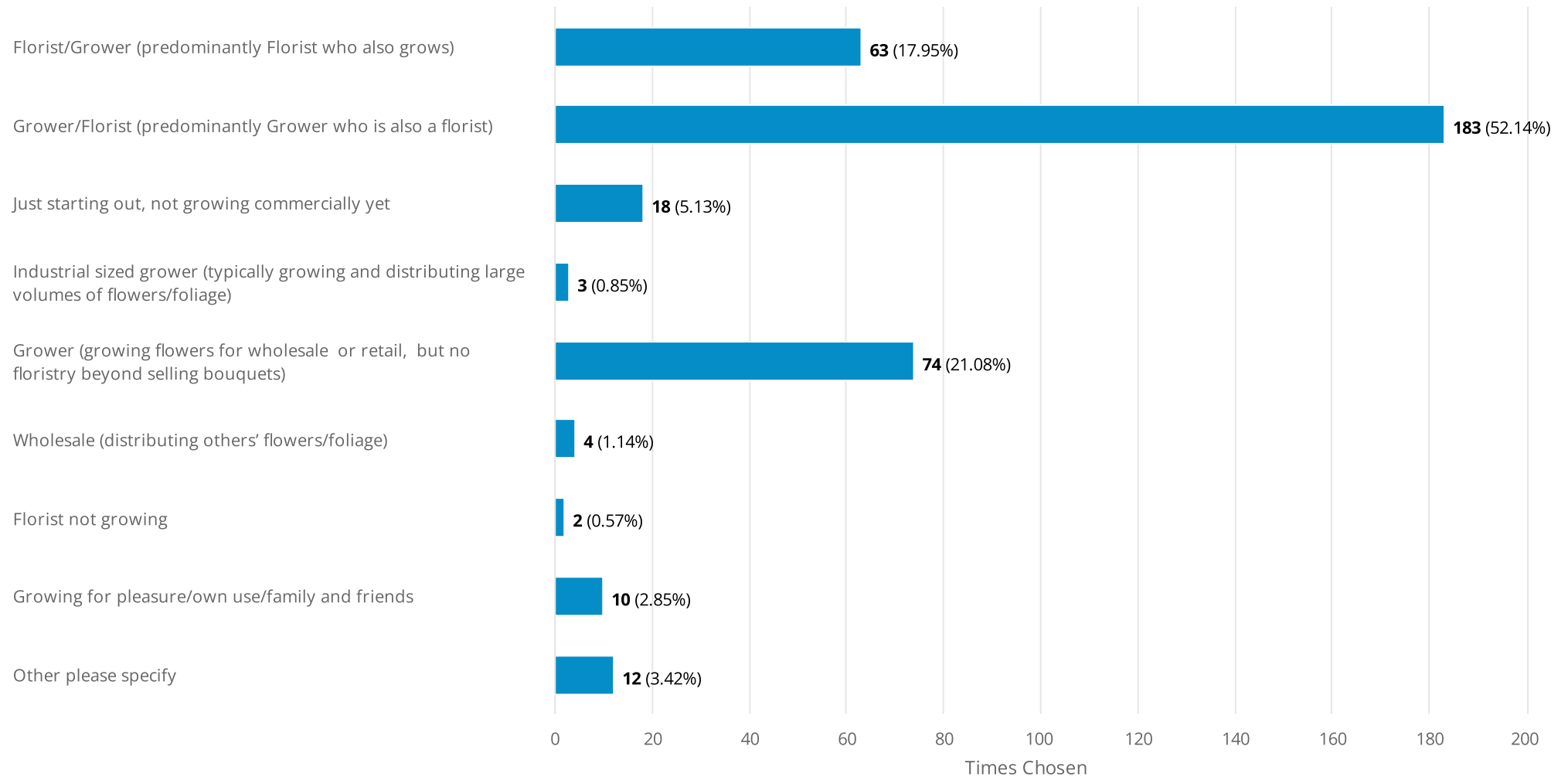
4. How much land do you have under cultivation for flowers/foilage

Number of responses: 349



5. Which of the following best describes your business

Number of responses: 351



"Other please specify" text answers:

I honestly don't consider myself more florist or more grower - I'm a 50:50 split and both aspects feel interdependent and essential to me

Grower and florist in equal measures

Flower school

Equally florist and grower

Grower (growing flowers for wholesale and retail but no floristry at all)

Market gardener: growing food and flowers on small, family-run business (1 acre under glass and scope to create around 1/4 acre outdoor beds)

Growing foliage for selling direct to florists and florist/growers

Mainly PYO

equally florist/grower

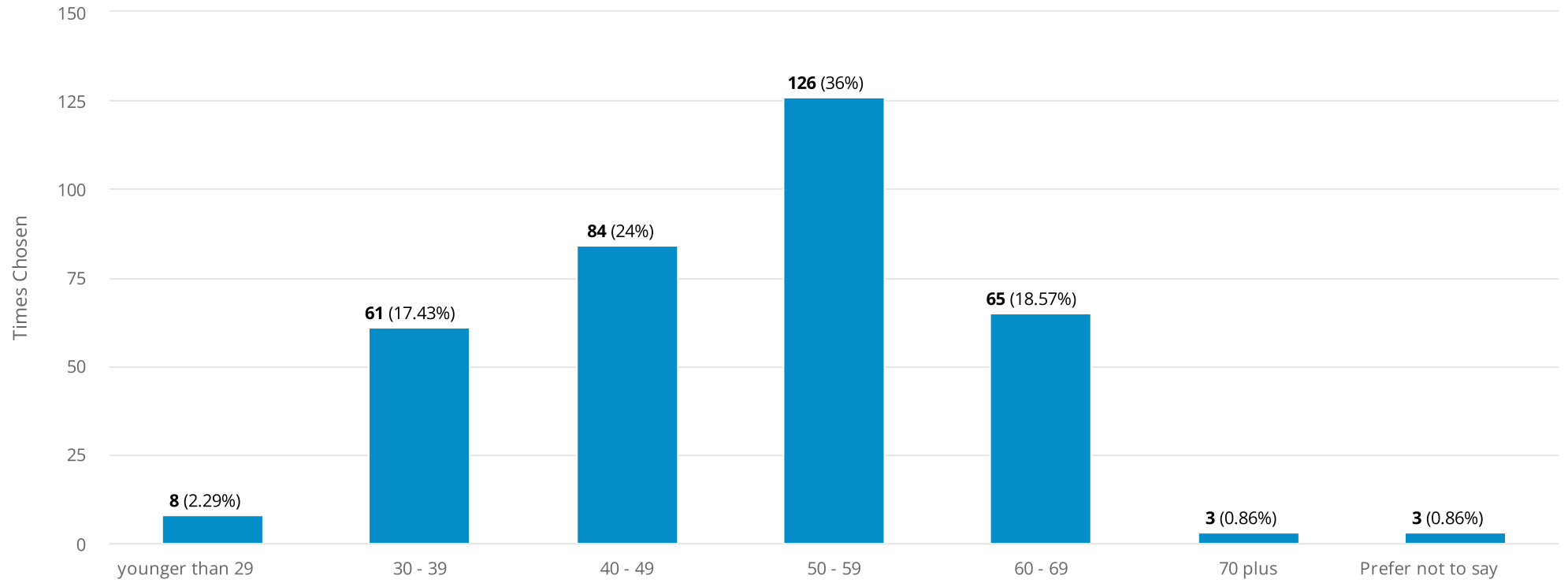
Other please specify

50:50 grower:floristry

Florist and a grower equally?!

6. What is your age?

Number of responses: 350



7. What does FFtF provide that gives you the most value for your membership now? (1-9 rank in order of importance)

Number of responses: 316

Rank	Choice	Distribution	Score	Times Ranked
1.	Sense of community / broadening flower farming network		2121	312
2.	My business location map on the website		1928	307
3.	Advice resources available on the website		1773	312
4.	Local networking meetings		1705	308
5.	Discounts with relevant suppliers		1579	311
6.	Managed social media platforms		1395	312
7.	National conference		1219	308
8.	PR toolkit on the website		1081	312
9.	Events diary on the website		1068	313
		Lowest Highest		

7a. Is there anything else you value from your membership not listed above?

Number of responses: 107

Text answers:

Being part of an organisation that promotes and supports British/locally grown flowers and foliage and the floristry that uses it.

Our collective might in spreading the message of British flowers

facebook group is the top resource for sharing knowledge and experience and seeking support. always v responsive and mostly positive.

Group purchasing available through network.

Being part of the bigger industry movement towards sustainable flower production in the UK in horticulture.

Personal connections made with local growers and local sharing of experience beyond set meet ups etc

No

the above list was required to send the survey in. i do not necessarily value any of those things.

Opportunities to engage with members on research to support sustainability in the cut flower industry

joint membership to other bigger gardening groups - like a discounted RHS membership?

Being up to date with knowledge about this industry as a whole.

Advice and resources available through the FB page / social media

Help and advice

.

No

The amount of knowledge within the members that people are willing to share and give advice. Learning from those more experienced.

Probably implicit in 'the first two I've chosen, community and managed social media platforms, but the forum of easy to access / quick to respond advice from others in the industry with a wealth of different experiences.

Friendship

I love the community and advice on Facebook invaluable

just the overwhelming support and advice from other flower farmers is invaluable!

I have made some truly valued connections with florists and growers local to me from the website.
We have formed an informal support network, freelancing for one another, sourcing flowers and forming friendships.

Volunteering at events such as RHS Hampton Court Flower School. The FB page which provides advice no links to other resources.

Being part of a British forward thinking sustainable movement in flower/Floristry

Opportunities to get discounts with other growers - shout out Saturday courses etc.

To be seen as being a part of a professional organisation -being able to advertise as being a member on my website/car stickers etc.

General profile of Flowers from the Farm

It's useful to be able to use the FFTF logo to show you're part of a network.

There's very little on offer from FFTF at the moment and I'm questioning my membership.

The coordination in the NW region is appalling. Very little going on. Culture of old guard. Too big a region geographically expecting people to travel 2-3 hours for meetings when they do happen.

Being able to gather experience or advice from others in the same industry/situation

No

The Facebook group - really helpful to have to bounce ideas off others & get advice

The Facebook group would have been number 1 for me

we are eachothers best customers. the help we have from each other is invaluable.

Member mutual support and advice on FB

Having a body of voices behind you

Ability to promote that we are members of an association that focuses on British flowers

I value the 'find your nearest grower' search bar on the website to generate more leads for us members.

Flower farming knowledge just learning from experienced growers

Having a regional co ordinator to go to

The Facebook page is really useful, not only for educational purposes but also to gauge opinions, networking opportunities and to sound off about something. Also the Instagram takeovers are always interesting.

I mainly have membership to have my business on the website map at the moment; haven't yet used any other resource. (Please consider not having questions where you have to rank all the choices - I have no experience or interest in using everything ranked from 3 onwards!)

N/A

Facebook group especially useful

Friendships made

Sharing growing/selling/business advice through Facebook group and local and national meetings. We now have a huge information and learning resource to share with each other.

Being part of a wider flower growing community. Being able to point people (when giving talks and open days) in the direction of FFtF to promote an alternative market that's local seasonal and sustainable

I am considering not renewing my membership but do like being part of such a great organisation and being able to ask anything via facebook page

Growing/ selling/ general flower advice from the community of members is the most valuable resource for me (over all of the above) and I would have floundered without it.

FFtF as point of contact for large / national events such as the coronation and British Flowers Week.

Coordination of large events like Coronation, FF Big Weekend. Being part of a positive brand.

The meet ups are fantastic as are doing events together such as flower shows.

Access to the Facebook group which provides enormous amount of additional advice/support

Confidence in buy/sending flowers via other members.

Advice, opportunities to talk and work together where appropriate. Connections to other organisations / FFF networking at a national scale.

the facebook group is invaluable for advice

Most valuable thing to date was participating in Sandringham Flower Show in 2022 - alongside great camaraderie I learnt so much from asking questions, seeing cut flowers "in the flesh" and deciding what to plant in Spring 2023.
During Lockdown when I was considering starting up as a Flower Farmer I viewed your pre-recorded virtual conference and wrote copious useful notes,

which I still refer back to - sadly I actually found that more useful than my actual attendance at the January 2023 Bristol conference. This was very well organised but was rather old fashioned educationally in that it lectured us rather than seeking to identify our learning outcomes and addressing/discussing these..... I felt rather disappointed, but maybe on such a large scale - the Wills building was full!! - it is harder to achieve.

The ability to ask for real time advise and help via social media

Friendship

More networking events

More discounts with suppliers

More documented resources - you get snippets via FFTF and then are often linked to courses, mentoring etc you then have to pay for.

I'm only new, so haven't made use of a lot of the above yet. The facebook group has been most valuable, able to search for silly questions I have and see lots of useful discussions so I can keep learning.

Meeting like minded people in an often solitary work life.

Possibly I have gained most from the advice and discussions on the main FFTF members Facebook group/page.

Friendship and the generosity of knowledge sharing

I'm not sure what is meant by 'managed social media platforms' above but the Facebook page is brilliant for sourcing stuff.

The knowledge that everyone shares so generously on the Facebook page

Making good friends who I can work with and discuss my business with and share resources

A sense of belonging to a bigger organisation.. not just me in my tiny plot

Friendships

It's not strictly a FTF thing but I use the Facebook groups all the time. It's my go-to for questions about anything, and I love seeing what everyone else is asking.

Broader discounts negotiated with suppliers. 1000+ members should give us good buying power. Products like 'plant and grow mulch' are in all the big garden centres now, a really good medium, and sustainable process, but we don't have any special buying power except what you can buy direct for. You can buy in ton bag lots or by the lorry load. Mixed with your own made compost, well rotted manure gives growing spaces better yields.

The website resources aren't really a benefit for me as I wrote most of them!! The main benefit for me until recently has been the sense of community which the organisation has given me - I've made great friends and local networks through FTF and I value these enormously, though the local meetings are usually on Mondays so if you can't make those days, you can't make meetings. Also, where topics are addressed, they're often not relevant to me as an experienced member and I've been around the block a lot with new members so don't really see the meetings as useful enough to merit the travel time required as distances can be long.

I have only been a member for about 2 months, too early to tell at the moment.
I've also joined in the winter when less is happening.

somewhere to direct clients out of my area

A sense of feeling supported by other members who kindly take the time to support and offer their knowledge and experience to new flower farmers. I find the Facebook group a godsend!

No

Integrity, shop local emphasis, reality checks, woman's company, love of flowers and growing.

Shared knowledge and support

Opportunities Strawberry Hill, Chelsea etc

FFTF is a fantastic platform / talking piece to promote and reenforce the message about British grown flowers.

I have had huge benefit from FFtF over the years, but am now less involved and growing fewer flowers

Hampton Court volunteering

The Facebook group, for questions etc

A more serious approach to growing and profits vs a generic flower site

i haven't used any of the above yet, i wasn't aware of most of what is on offer

No

Facebook forum

May I add that although a sense of community & local networking meetings have been marked high, they haven't really been available during my membership, at times the solitude growing has been challenging. I joined because I believed advertising my location would be beneficial. Access to feeling a bigger part of the organisation would be wonderful & the timing of the steering group is just perfect to give that boost

Member to member support, advice, friendship

The Facebook page is excellent for searching for past topics / current advice

Knowledge sharing and community

Facebook group and the advice given on it

I don't get the most from it and didn't know all the things available in question 6!!

Advice available on FB page from like minded growers, always supportive and something to learn.

Keeping in touch with how flower farming is moving on with the Instagram account

Being part of something where everyone striving to showcase British flowers

The Facebook group is the greatest resource.

Information sharing

Driving customers to me

Growing advice from other members

The space to develop working relationships with shared values & understanding

The dag

Networking with other local growers. A valuable group of friends and colleagues who provide support, invaluable knowledge, there is always someone to turn to for help.

Opportunities to visit other growing spaces, to help out and attend RHS shows, visit gardens and nurseries.

As a new member to join and launch my business during COVID, this is something I really value, as I felt very isolated.

No

Job share opportunities, finding freelancers and flowers 😊

Just the value of those that do contribute to organising and running 'the show'. I could not possibly dedicate the time to it and I very much appreciate your work despite my earlier reservations about certain elements in the organisation

Flowers from the Farm being an organisation that promotes all small businesses

The status and validity as a grower in the eyes of my buyers. I feel it is the leading association of British growers and has credibility and is a trusted brand nationally.

Facebook group - local sales, courses, general information

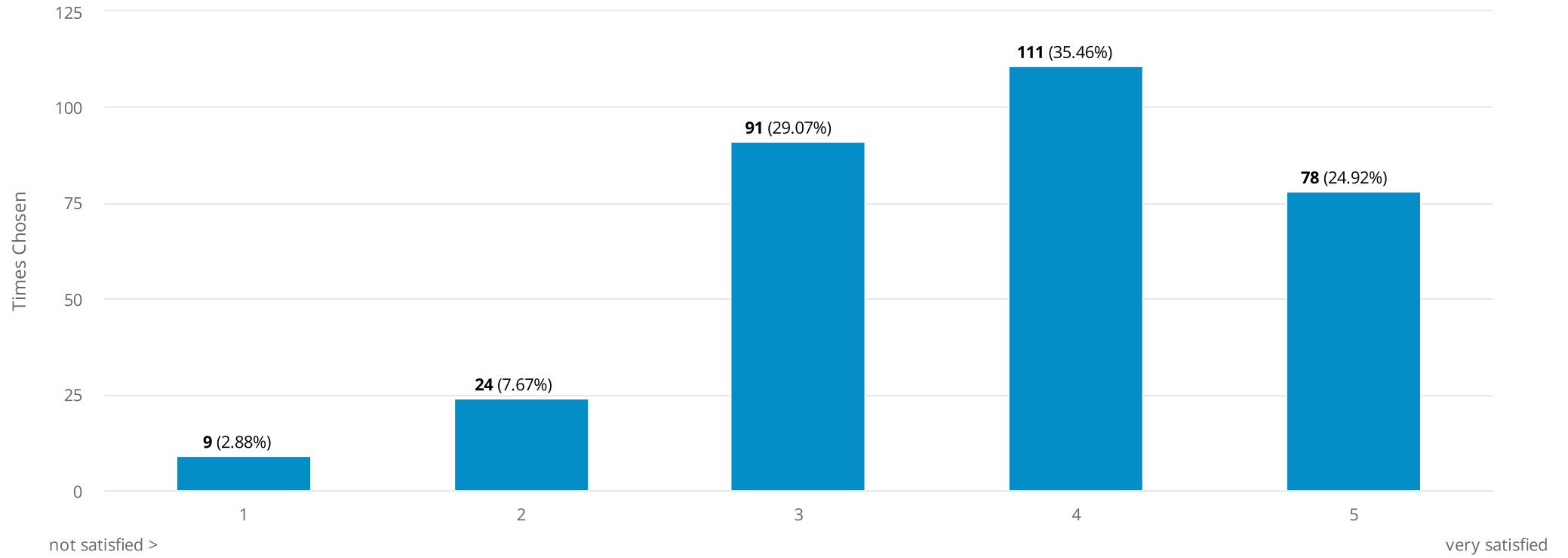
Opportunities for work and expanding sales locally, and selling to other members in the area.
Gaining my network of flower buddies for comparisons and catch ups etc.
It's been v useful to see what everyone else does so I can try to focus my business at the gaps I can see

Yes the sharing of best practice and learning from each other

Being part of a movement

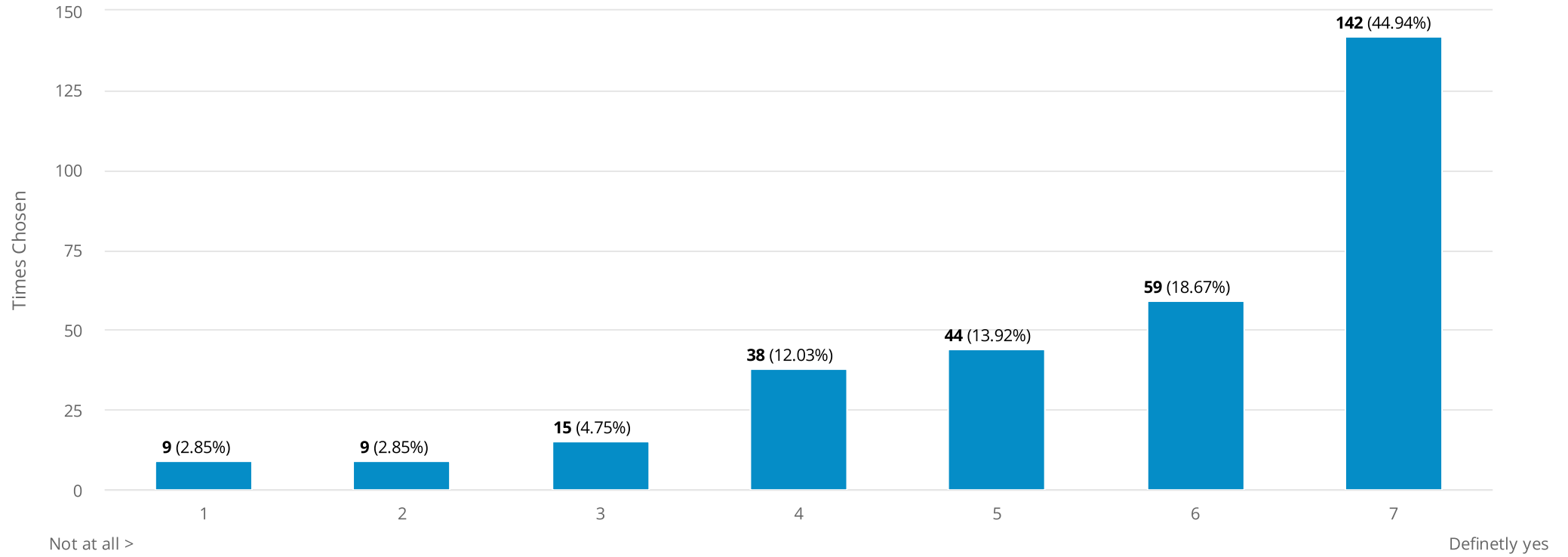
8. Today, overall how satisfied are with your membership of FFtF?

Number of responses: 313



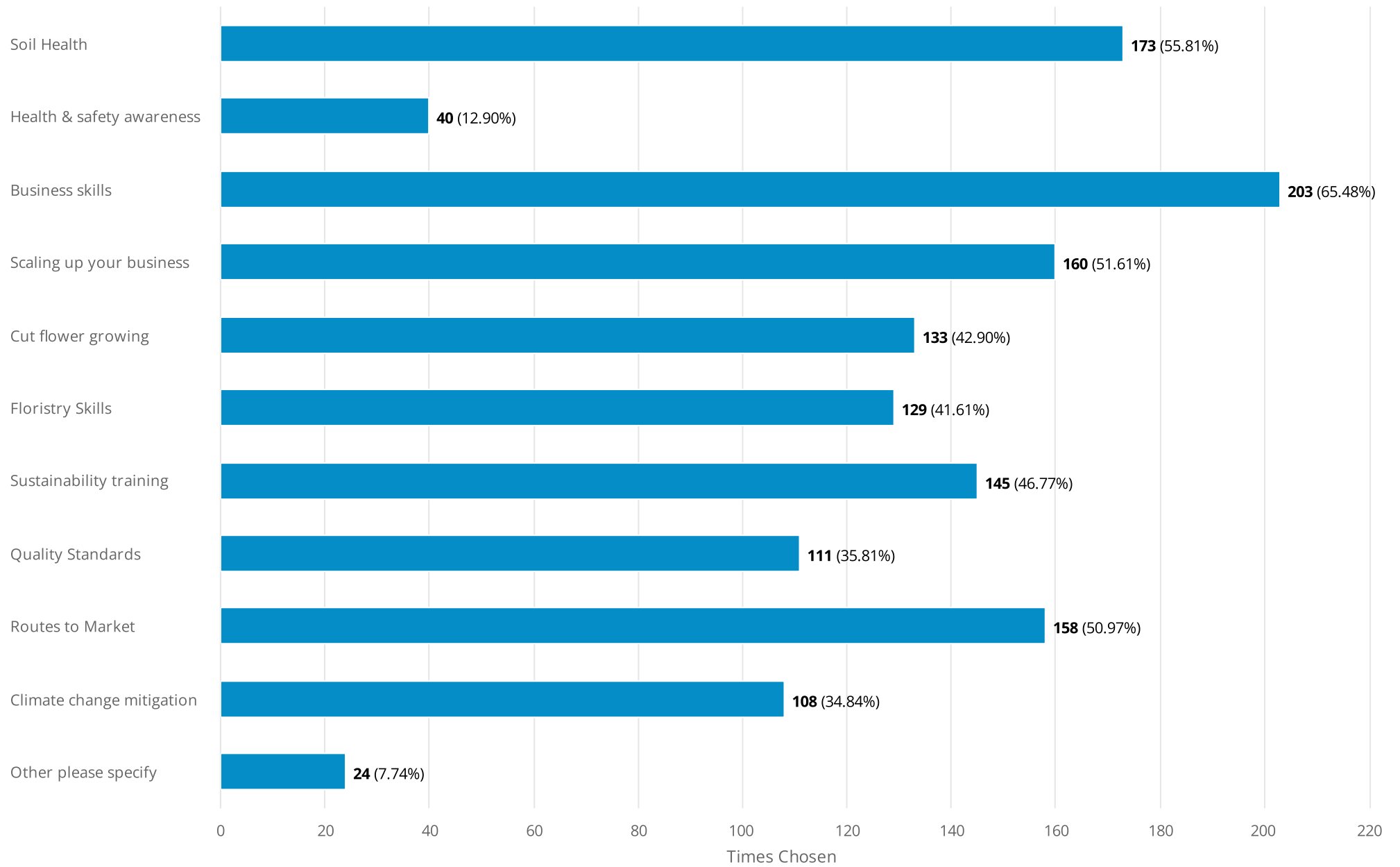
9. How likely are you to renew your membership this upcoming year?

Number of responses: 316



10 . If FFtF were to invest in providing training and education for members what would you like to see?

Number of responses: 310



"Other please specify" text answers:

Marketing

running local courses and what you need to have in place

Pricing

Apprenticeship or placements

insurance and inheritance tax

insurance requirements

I would particularly like to see Flowers from the Farm take on a standard for industry stance

Apprenticeship

Better quality PR training

Positive mindset and wellbeing as a business owner

Social media/Google Business/seo/A1/Canva

FFTF itself whenever I've had to make contact it's not great

Social media skills

Finance management, costings etc

Free peer to peer mentoring

Mentoring. Less clique's

Marketing

Approaching Florists

Climate change adaptation!!!

Pricing/knowing what florists are being charged elsewhere wholesale

Perhaps a collaboration with Ins companies for example to provide a better package for flower farmers

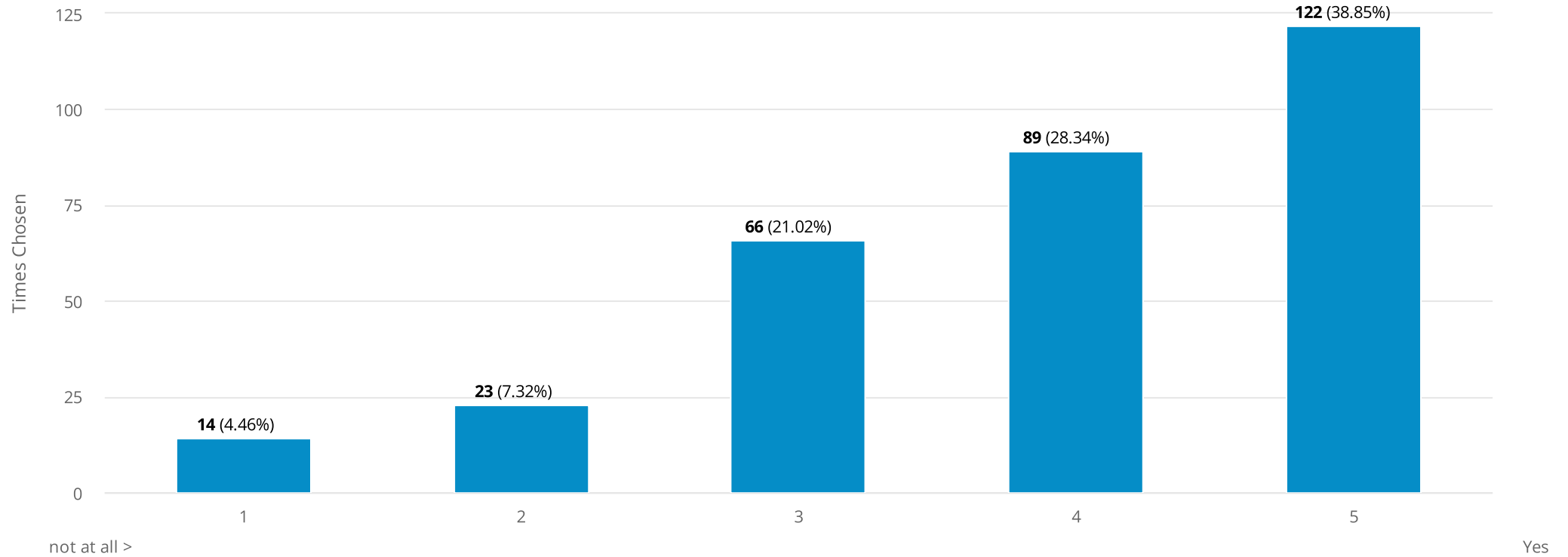
Using social media.

All above really but only ticked inc in membership-atleast basics.

Social media

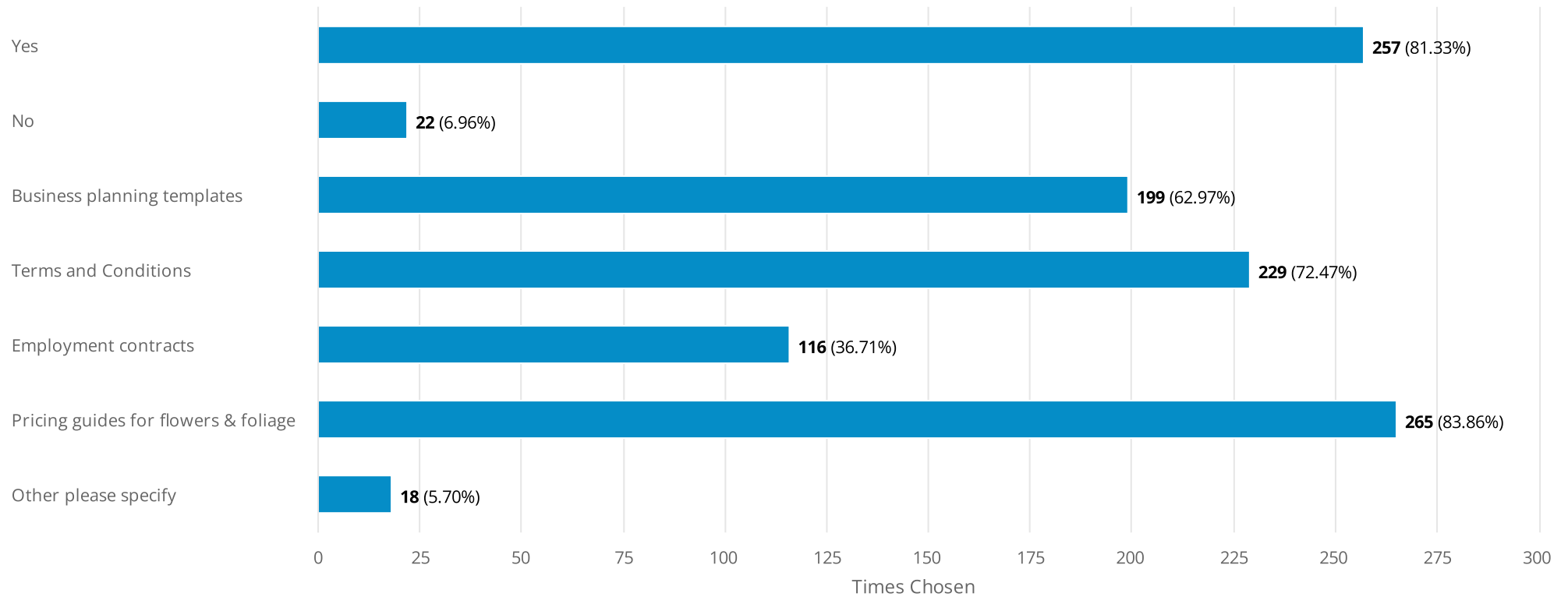
11. Would you be prepared to contribute to/pay for, on top of membership fee, training & educational costs for the right course?

Number of responses: 314



12. Would you like to have access to model documentation (templates) (y/n), if yes what would you like to see?

Number of responses: 316



"Other please specify" text answers:

getting the best from your growing space/ planning

health and safety

I have done all these things already but I'm sure useful to a newcomer

The above if they are regularly updated by a solicitor to ensure they comply with law. In terms of pricing, we all would like this but would we not be price fixing. ,

Pricing templates, wedding budget templates, planting calenders, risk assessments, schedules

Pricing guides for floristry services

wedding pricing and skills

Example plot plans, example succession plans

not pricing guides as in giving people prices but a guide on how to come to your own price

How to run workshops

More support with small shows under FFTF

Orders and Invoices

Induction templates for volunteers and work experience,

Land rental contracts, pricing

Plot plans and rotations

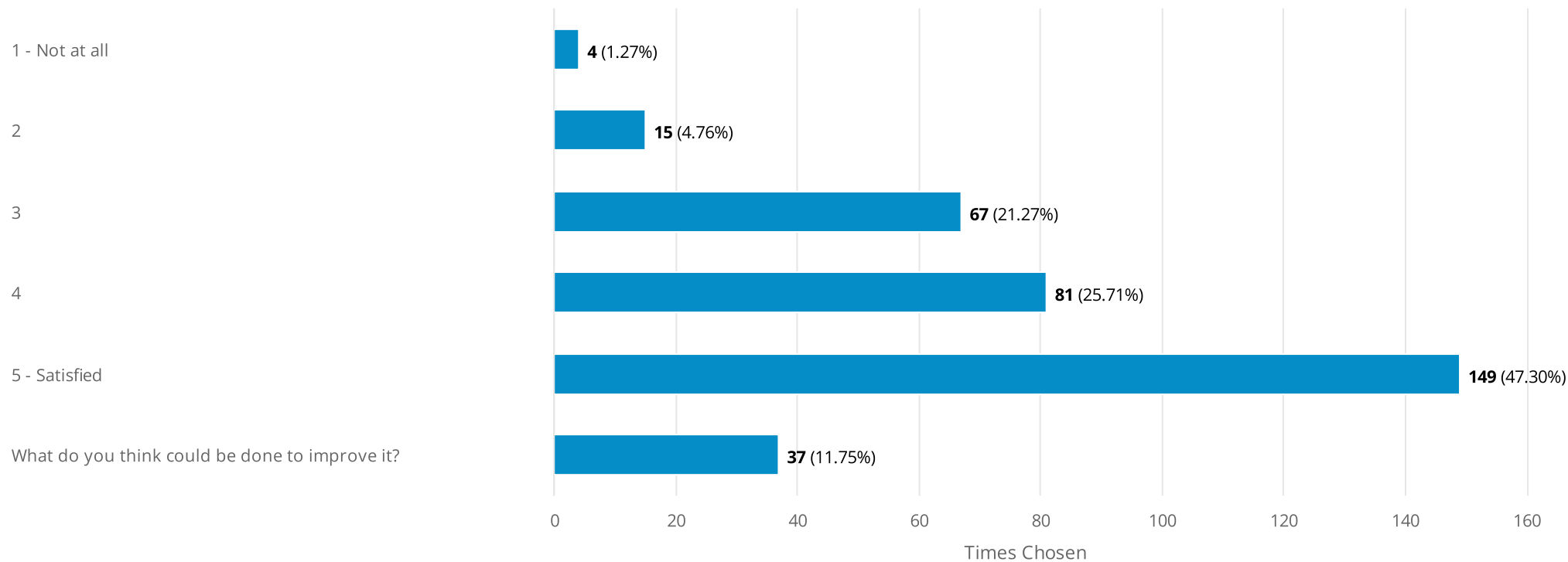
Other please specify

quality standards

Succession sowing spreadsheet/planning spreadsheet

13. How satisfied are you with the communication you receive from FFtF?

Number of responses: 315



"What do you think could be done to improve it?" text answers:

for the first 2 years i never once received an email. i had to ask seven times to be added to the mailing list.

More smaller local group meetings, at sub regional level

monthly highlights/ links that lead me to look at the website - I forget when so busy with business stuff!

Employ someone to take on a communications role to develop and deepen it.

Ability to join 2 regions as on a border

I have had reason to contact FFTF for advise and on both occasions received no reponse. I emailed both the regional lead and national members, but received either no response, or no further communication beyond an initial acknowledgement.

More updates from Chairs e.g monthly zoom

It's just updates of the usual suspects doing events with very little value as or new information

The comunication is ok, I think it is geared towards the organisation and its operational endeaverous rather than focusing on its members. This survey is good but the questions have been predetermined to an agenda. I personally are more interested in Flowers from Farm being a recognised organisation for the standard of British flower growers and florists and in turn setting standards for members. I think most people who pay to be members are doing so to improve their business and would like customers to think their business is of a high standard because they are a member of Flowers from the Farm.

Not yet sure not been a member very long.

If there are multiple updates in a short space of time I am less likely to read the emails

Having engaged and committed Regional Coordinators makes all the difference, making sure to attend meet ups regularly too.

Publication of meeting notes. Possibly a regular Chairs update. I like the newsletter.

More visibility of discussions being held by chairs and regional coordinators

Better county specific communication maybe, greater awareness of the "sub hubs" to facilitate local collaboration

Targeted communication to different types of members

I didn't receive this email! It's been forwarded by the local coordinator

More information about what is going on in the different regions and how they approach flower farming

No strong feeling either way. I'm not very active so feels harsh to judge

More expert and practical advice, perhaps via articles or podcasts. The obvious challenge is this takes up people's time and it's more valuable to them to do it via their own online channels.

Publish minutes from regional coordinators meetings

Some opportunities seem to only get listed in the Facebook group rather than on email as well - would be helpful if some were sent in emails as well as posted often seem to get lost in the feed.

Depends local group is fine, national terrible you don't even have a phone no on the website etc

as a member I'm happy with the newsletter and the local and national Facebook group. As an ex-member of the FFTF team, not at all. It's the poor communication which caused me to resign.

More communication from local network leaders

More meetings (all members to host visits) more transparency.

It has been a very challenging year, so understandably has not been the best for comms - it is improving and that is great to see.

Have event dates a year in advance or more

I believe things will improve

Very limited

Somethings are just on facebook and im not on there a lot so i miss stuff.

Reminder to renew membership

I belong to 2 regional groups due to my location. One group provides very little communication, the other is very active.

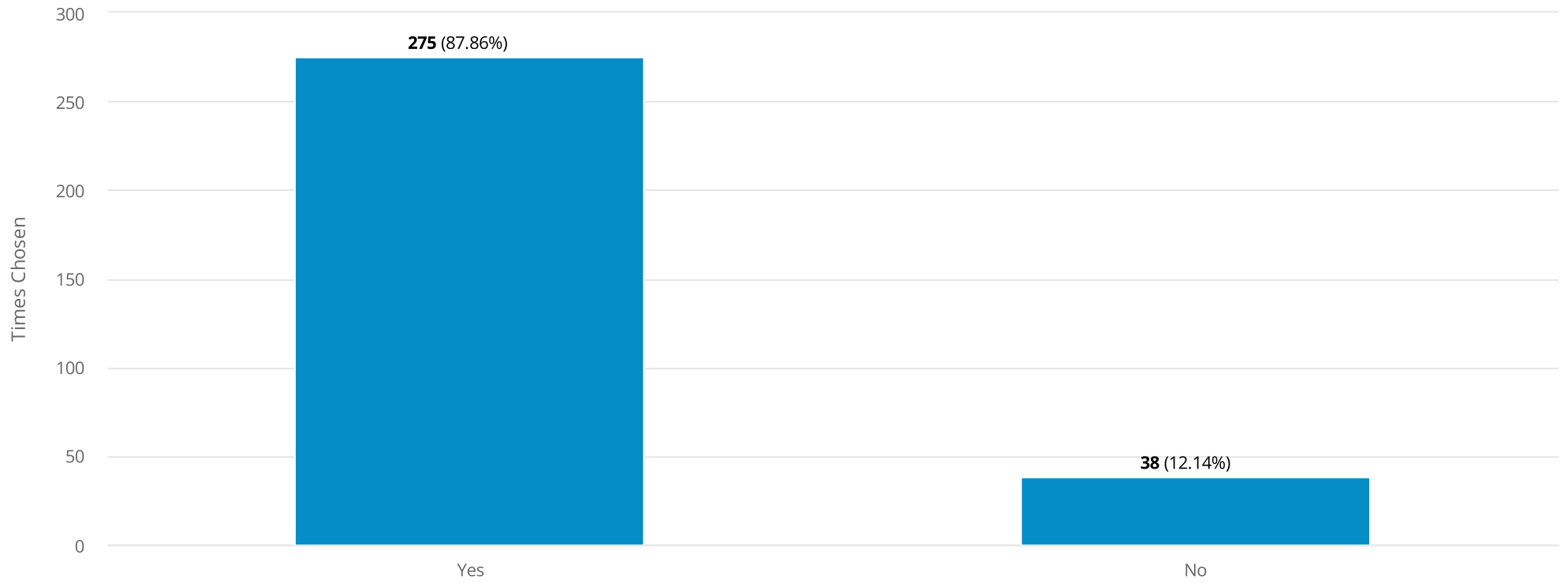
Use of socials by chairs etc

Improve communication from regional co ordinates. Makes regions smaller to facilitate smaller networking.

Newsletter is great, would like to see more easily digestible formats that work on the move / in the field. Podcasts for example

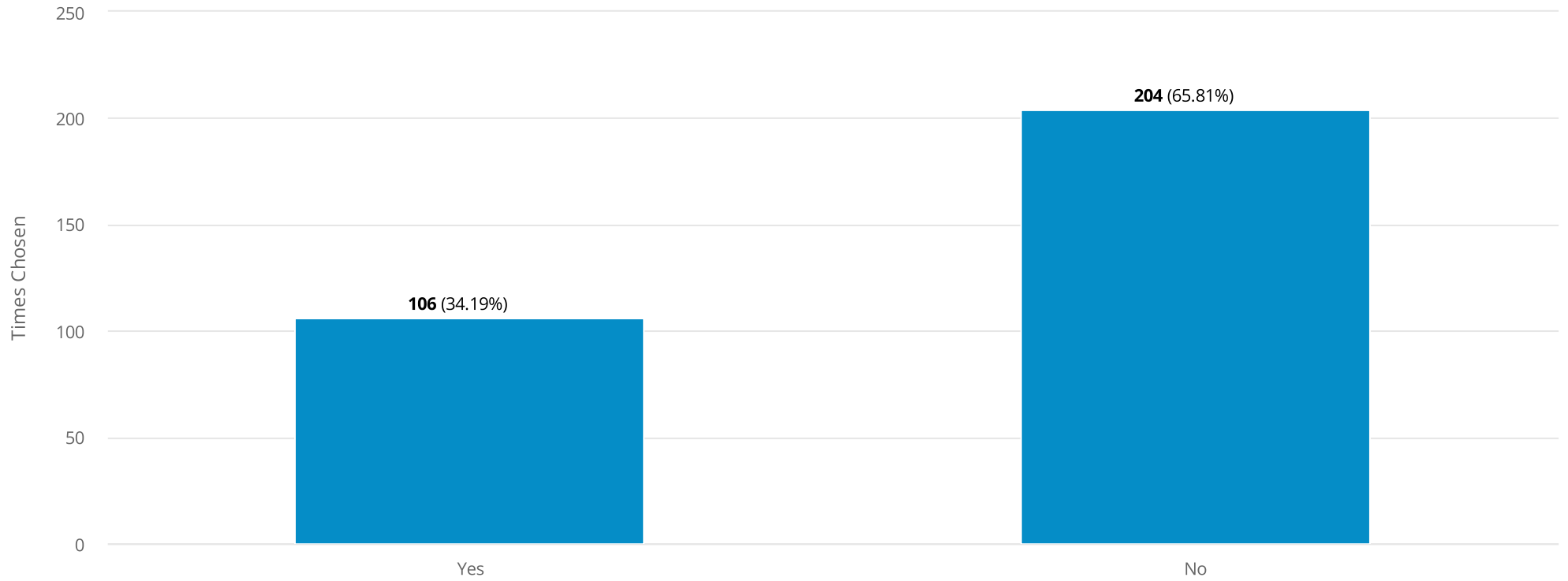
14. Do you use/like the Facebook Group?

Number of responses: 313



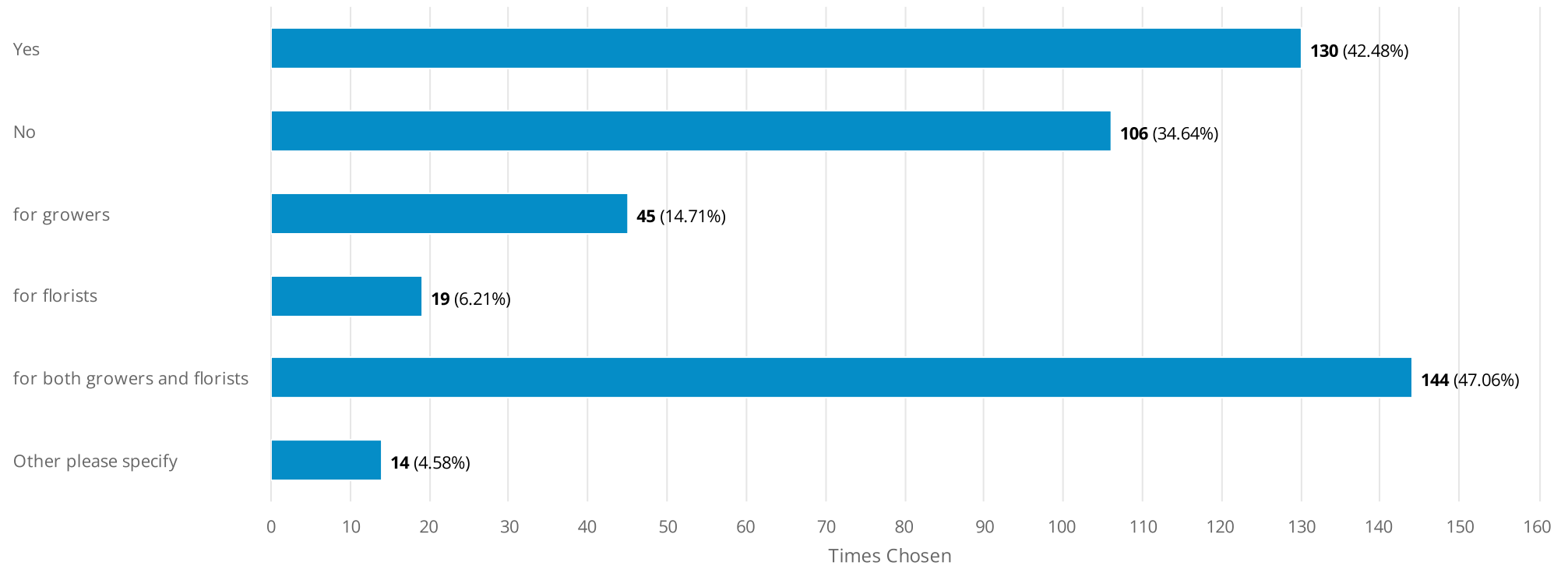
15. Would it work for you to have different Facebook groups for different users and/or levels of experience? (y/n)

Number of responses: 310



16. Would you like to see FFtF offer focused resources to different member groups

Number of responses: 306



"Other please specify" text answers:

wholesale growers at different scales

I don't think this matters so much

I didn't realise it was a Facebook page thought it was an app

New growers

not sure

For hobby growers and commercial growers

for different sized growers

Not quite sure what the value of this is

I think growers and florists can learn from each other

Yes, the membership definitely needs to be segmented.

Region specific info

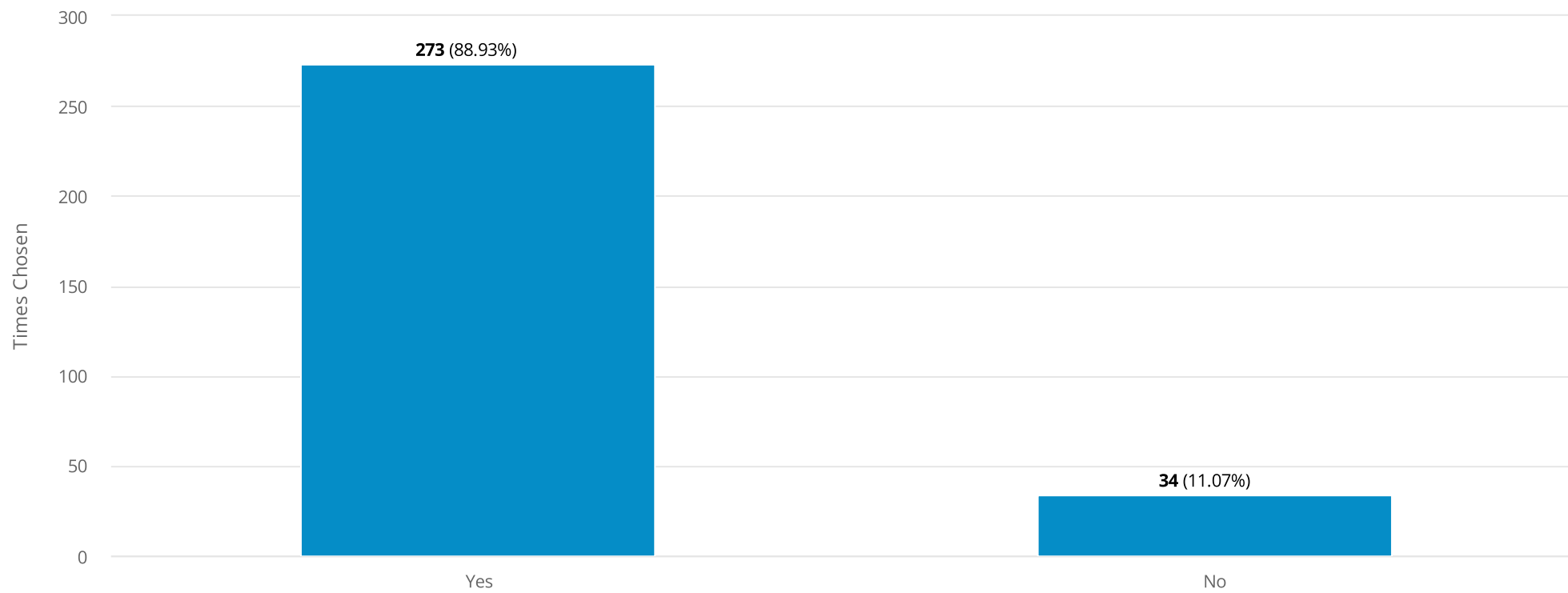
Available for all but with a separation of farmer (Horticulture) vs florist (end user)

Retail businesses

Feel like the focus should be for growers and a British floristry be a whole different business potentially...unpopular opinion!

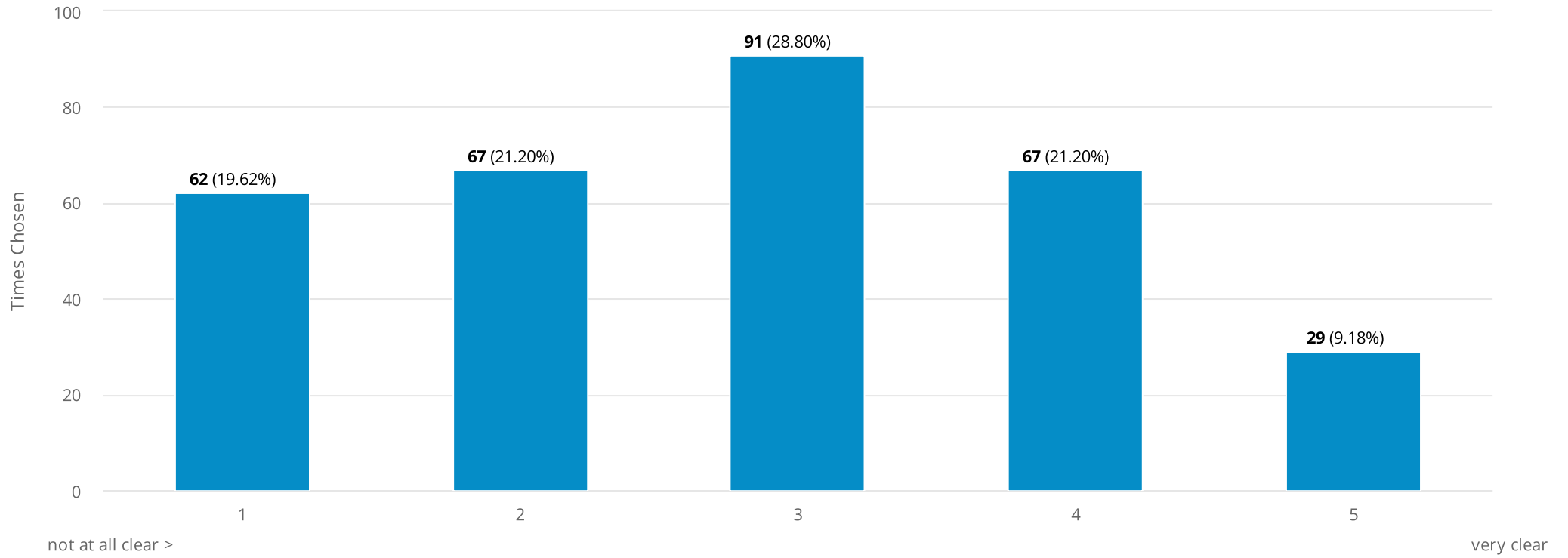
17. Do you find FFtF a welcoming organisation?

Number of responses: 307



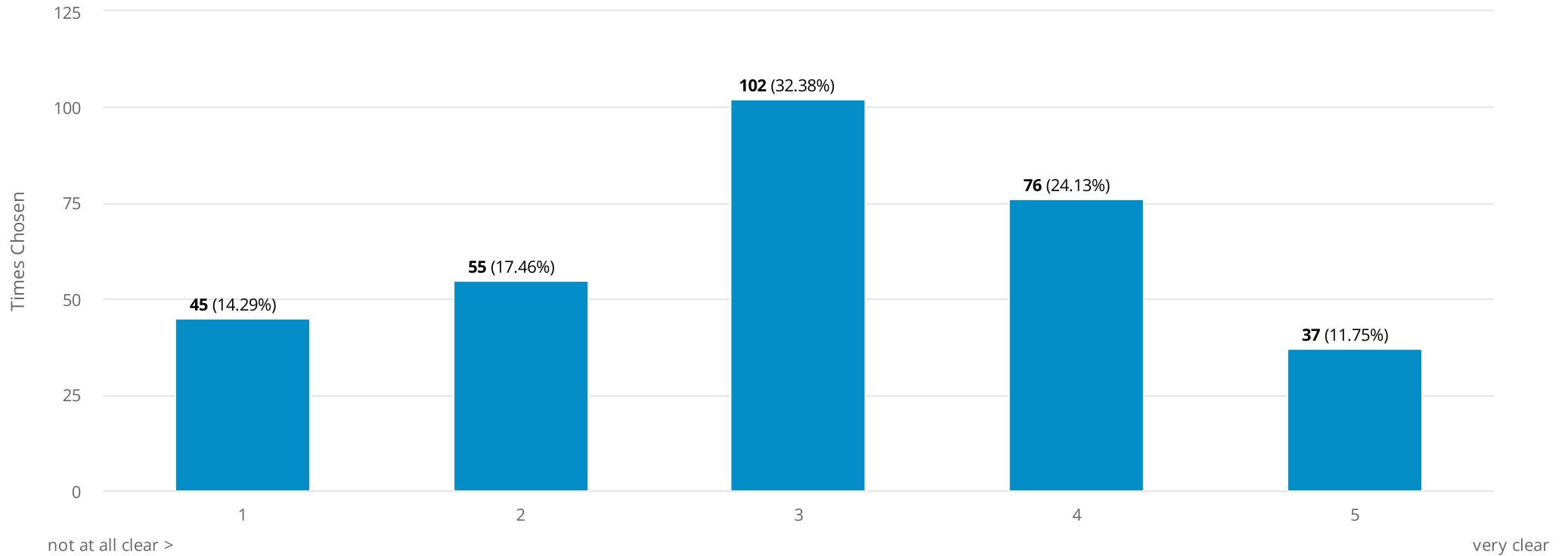
18. As a member of FFtF how clear are you how decisions are made?

Number of responses: 316



19. As a member of FFtF how clear are you about how the organisation is structured?

Number of responses: 315



20. What changes would you like to see in the way FFtF is organised in the future? (please specify)

Number of responses: 128

Text answers:

There needs to be a clear 'chain of command'. It needs to be obvious who to go to with a query and that person needs to have answers - not just delay until the next meeting...

I've been happy with the way it's organised, and have been grateful for the volunteers who have run it, but as the organisation grows and becomes more high profile I know it probably needs to change, but I haven't any suggestions, sorry.

More democratic decision making / input - and more support for the organisers / volunteers, and more paid roles to take the pressure off volunteers

Small geographical groups would be useful - its too far to travel around the current areas.

Would maybe like to see the Southwest split into smaller groups. It's such a large area and a lot of the meet ups have been over an hour away from me.

i feel the organization is very much like a school girls clique.

Possibly have smaller regions as the number of flower farmers has increased. Sometimes meetings are a long distance to travel.

I would like to see longer terms for Chairmanship/other leadership in order to have more continuity and stability. It has not seemed possible under the current/past regime for Chairs to take any significant decisions on vital issues such as sustainability, and has seemed as though complex issues like this are continually kicked further down the road. Gill Hodgson's vision and leadership is a hard act to follow but she had great clarity and determination. The organisation has set itself apart from the mainstream of the cut flower industry, but I think that as growers scale up, the capacity to form partnerships with enlightened mainstream wholesalers will be essential. FFTF needs to be more outward looking in terms of engaging with mainstream florists as well. Outreach should be a role within the new organisational structure.

More transparency about decision making and reasons for decisions taken

If the numbers keep growing, to have sub groups within regional areas. Areas are quite large, so good to be in touch with with more local members. Would still keep the main regional groups though.

Better communication when offering help.

A management committee with members who retire by rotation every two years. (Initially it would be necessary for some members to serve one or three years to ensure there is an overlap) Members of this committee would not necessarily be the regional coordinators. This committee would oversee the day to day running of FFTF, be directors and be responsible for ensuring the constitution is adhered to.

Needs a complete overhaul from the ground up. Things have massively changed in the last 5+ years and FFtF needs to catch up with how the British flowers scene has changed and developed in this time. People need to be employed by FFtF rather than completely relying on volunteers to be able to drive the organisation forward.

I think the group as a whole might benefit from splitting "hobby growers" from those who are a business. Space for both but separate membership maybe?

With major decisions, such as supplying flowers for public events, some kind of voting system for members before going ahead with supplying.

I think representation is key, ensuring decision making is done with voices from a range of different regions and business models.

I am on the very edge of two regions and wasn't able to be a part of both regions despite some meetings/get togethers in the other region being closer for me to get to. I'm sure this is very minor but it would make a difference being able to be a part of both and choosing those meetings that are closest/of most interest to me.

None specifically

Would love a forum for new members to meet, greet and generally support each other.

Standardisation of what each member offers, I am always nervous if I recommend people to use the FFTF directory to send flowers elsewhere - there is no vetting process for quality of service or any standard required in order to represent FFTF and sometimes it's been quite embarrassing. Especially as

it also is a representation of us and our business as we are recommending the service.

N/a

Less of the decisions being made without our knowledge.also more transparency as only just found out some members were in paid positions.
Published accounts, minutes from meetings.
Less if the old guard which work on a inter circle

Answer to above two are more that I haven't had a chance to look!

more local meet ups, easier ways to find info and advice.

I found the decision-making around the gifting of flowers for the coronation not well thought through, and it had a direct impact on my business and reputation - it was very frustrating that in the immediate aftermath there was a lot of minimising and disrespect shown to members who raised concerns, and it is good that this constructive consultation has come out of it.

Greater clarity around structure and how FFTF is organised and how decisions are made and who makes them.
Better communication and less use of Facebook to inform members of events etc.

I think the South East region seems very large both geographically and in terms of members. Could it be divided? This might make it easier for people to attend meetings and get to know growers in their local area. It would be great to have more contact with growers local to me.

Going forward flower hubs / shops located different parts of the country, possibly on flower farmers land to cut costs

An organisation which gives more back to its members e.g. group insurance discount, flower growing trials (collaborating with universities), education
An approach where there are certain standards e.g. all applications for a Chair needs to go through an independent interview- reducing the 'no-one

else applied so you've got the job'

Tightened operating policies e.g. not allowing a contractor to be in a position where they have autonomy to make decisions outside of the leadership team.

Clear direction- a strategy in place with a plan to reach what we say we will do. Perhaps a 5 year one that can be rolled on.

More independence in a region e.g. an annual budget. Currently regions who don't host shows get a lot less opportunities than those who do.

Transparency, clarity & focus

Unsure

It feels like a massive responsibility to be chair / co chair of FFTF so I would be supportive of it becoming a paid position. I also think it makes sense for it to be a longer term eg 4+ years. It's doubly hard because the chair is also running their own business. Thinking about other voluntary chair roles (eg school governors, charities) it's quite common for the chair to be retired so it becomes their part time job. I've no idea if you struggle to attract chairs or not!

Regional co-ordination seems like a big job for the volunteers, I wonder if it would help for the role and what is expected to be made more structured and possibly broken down into a couple of roles?

Clarity on roles and what we can expect from people. Taking £90 for a online map is a lot of money.

I think so much of the fftf experience rests on who your regional coordinator is and in recent times it has felt that that role has been absent or very WI. It may be unfeasible but I think a voting and some incentive in terms of expenses or small stipend would help to elect the best candidate for the role.

I think the organisation is great and I am very thankful to each and every one of the volunteers who give up so much to make such a wonderful organisation for all of us to benefit and enjoy

i feel the air has gone out of the organisation a bit. this reorganisation seems to have taken over. its more quiet. many grumblings with very few meetings. people are questioning why they are members i think one has been organized by our coordinator. which is way under par.

I think there should be some salaried posts for key people

It does sometimes feel as if the same growers/florists are selected for certain events or opportunities. This may not be the case, but there does sometimes feel a like of access to opportunities, maybe things aren't filtering down as intended?

I would like FFTF to set a clear agenda for the organisation. What does it seek to achieve?

I personally would like to see it become a British flower grower and florist standard setter in the industry.

I am happy to discuss this more if you would like to contact me.

I don't know how it could be managed but it often seems unfair that the SW group, for one, doesn't have access to participating in the big RHS shows.

Not so much changes in organisation but clarity on how it is organised and decisions made would be useful. Aside from this a clear direction and audience I think would help - this may already exist but every time I have asked locally the reply has been mixed and unsure. E.g. is FFTF an organisation to support people to grow flowers (i.e. an inward looking organisation to support members) or is it an organisation to promote the use of locally grown flowers to others such as florists (i.e. an outward looking organisation promoting the benefits of locally grown). While FFTF can do both, at the moment it is unclear which is the priority and I think that results in mixed messaging (particularly locally) and I am unclear who the priority audience for FFTF is.

Would be a good idea to connect people in regional areas to regional coordinator

More open and honest on what happens recently found out some positions were paid, this was never known before.

Is there a balance sheet or P and L produced for conference as never been party to one.

More inclusive to the whole of the UK in terms of training and events.

It feels a bit cliquey, like everyone involved at the top level knows each other; I can't see how I could become a useful part of it.

Nothing to add

More business like, perhaps publish committee meeting notes
More help to inexperienced members of how to gain professional gardening training.
More PR to get us talked about in the great outside world

I do not think this should be a volunteer led organisation. FFTF now spans hundreds of members across the UK and I feel it is too much to expect volunteers to be responsible for the running of the organisation and supporting members, whilst focusing on their own businesses / families / life. There should be paid for / salaried positions with time allowed to ensure the running and growth of FFTF that does not fall victim to peoples schedules or more pressing commitments.

I also think the brand of FFTF should be expanded, it is a respected organisation that members are proud to be apart of, but at the moment I do not feel that it is widely known throughout the UK. It should be easier to associate FFTF as a gold standard of excellence with cut flowers across the UK (e.g. interflora is a well known brand name that high street florists associate with across every region). There are still thousands of households and businesses that have not heard of us and I think we need to get front and centre, especially during peak times in the calendar such as Chelsea Flower Show, Christmas, Regional shows etc.

In regards to the level of membership I'm not sure there should be tiered options but I do think there needs to be more learning resources available. The Facebook group gets clogged with plant ID queries and members do not use the search function. I would not count myself as an experienced grower but what I would love is more learning material or a more personal approach so I can ask specific questions rather than throw out a post on the FB group and hope for an answer. For experienced growers I think there needs to be materials and / or support and incentives available that keeps them within the organisation year on year.

With Q26 about volunteering, I would be happy to volunteer for one off events but I do not think it is realistic to expect members to regularly volunteer hours of their time on a daily/ weekly / monthly basis.

Smaller regional groups so it is easier to meet up and share information more easily.

Verbal communication between group members & their regional coordinator I believe could be an easy and realistic way of voicing a large group of opinion.

We're all aware of the backlash FFtF faced by members in the earlier part of the year, and I can't imagine how upset the organisers, the chairs and everyone who puts their time and souls into running this organisation must have felt.

That said it has given an opportunity to redefine how the organisation is run and I still ponder as to how you give one thousand voices equal opportunity to express concerns & opinions.

Meet ups are lovely, but I find they're difficult to fit into working life (and the south west region is large). Perhaps bi-annual or quarterly ('seasonal') regional zoom calls are a way forward.

A place for members to voice concerns, a place to discuss upcoming events. A place for co-ordinators to gain opinions which are then taken back to 'higher ups'.

It's just a thought and I'm very aware the volunteers of FFtF work very hard, and putting things like this in place are tricky. But something regimented in the calendar where I know 'next month' for example I'll be meeting with the regional coordinator (via zoom) and I have a space to ask & discuss my questions in an atmosphere that is for doing just that! It's symbiotic, and also a place for co-ordinators to gain 'votes', opinions, and a space to ask for volunteers for events etc.

Smaller region (Yorkshire / North East very large area to meet) and option to join another region if on the border

I know that changes are already underway and, due to the size of the organisation, I agree that their needs to be much more of a group vote on how things are planned and executed. A clear leadership structure is vital which everyone understands.

Transparency over roles and remits.

Transparency over decision making responsibilities.

Smaller regional groups.

Clear structure and clear governance, transparency is key. Needs a clear vision for the organisation that people can either sign up to our not.

I think greater transparency about decisions, and a sense of democracy in communication so that all members feel they have the same opportunity to apply for official FFtF activities

Reintroduction of 'seedling' members. Far too many members are not growers at all.

I wish there were groups aimed at different target audiences based on their experience (which is not directly linked to the size you are growing on!). I want new members to feel safe to ask questions they might feel are stupid, I remember what it was like to not know if I should pinch my precious baby snap dragons! But, for those of us who have been growing for a long time, there seems little aimed at us to keep us engaged. Peer support is what I have got the most out of since joining FFtF and I am lucky enough to have a great team in the EM. However, I really questioned what benefit my membership gives me right now, especially having built such a great network of support. Losing the conference this year has definitely been a hit for me. I am going to give it another year and see where the steering group takes things.

I answered 2 above only because I know that restructuring is taking place to address the uptick in membership etc and so as a result I know that we don't know yet!

FFtF needs to address the different membership categories - based on the size of business, or business / hobby grower? This would be tricky to determine but would help sort out confusion between members, what each member 'needs' from FFtF and help people outside the organisation sift through to find the services they require. This last bit is quite important.

More focus on floristry as well as growing, more active advertising in both areas

smaller regional areas for the south east

I do think the running of FFtF is a lot for volunteer members

Conference split in to smaller regions so are able to deliver more relevant user-based discussions - less threatening and would hopefully encourage more members to become involved.

Unsure, but more opportunities to be apart of events (eg, strawb hill house flower fest) would be something I'd like to see more of

Possibly the people organising everything should have a salary/payment of some sort. The work load especially recently seems to have snowballed and is affecting the businesses of those who volunteer which is wrong. Also folk should remember they are volunteers and we should be kinder!! Too much bickering in the background is making the organisation unhealthy.

There don't seem to have been any regional coordinators meetings recently - no minutes posted anyway. Don't know what the long term plan is.

Transparency in decision making and operations

A who's who and structure chart, role descriptions and terms of office published, albeit in a members' only area.

Sometimes I feel peoples comments on sites are quite judgmental and opinionated. There have been a few posts recently where a person has just made a suggestion and the response has been very defensive

I am very appreciative of anyone who gives up their free time.

Less reliance on volunteers.

I feel the organisation has become too big to effectively represent all the members in the different regions. (Always the problem with growth!) FFtF is hardly known in Wales.

I would favour a de-centralisation, perhaps even splitting off into region-wide, or even smaller local organisations that will be more effective at

organising themselves. All these new FfTF could still operate under the overarching set of principles already established.
(Suggested read: 'Small is Beautiful' by EF Schumacher. It's all in there!)

I'm very new so haven't got much experience or understanding of the organisation yet. I haven't been able to attend and local meet ups as they are all on weekdays and I'm still working a main job while I build my flower business.
Online webinars about hot topics would be really interesting and help me feel more like part of a community.
I would also love a podcast to listen too whilst weeding that interviews your huge community of farmers and florists to hear their stories. Most flower farming podcasts seem to focus on US growers, I'd love to hear more from UK growers.

More transparency about how decisions are made

Clear governance and accountability. A more cooperative, open and welcoming approach

Flowers from the Farm needs to decide who and what businesses it represents. Is it for florists? Is it for growers? Is it for those that make a living out of their work or for those that are doing it as a second income / hobby. Segmenting the membership base would be essential, I can't work out how anything can be restructured with the current generalist membership.

I think there needs to be an obvious head of the organisation. With all the volunteers and committees everything is too communal.

Paid senior posts to drive things forward.

I think the area groups create a bit of 'friction-This is my patch' attitude. I worry with regards to organising flower hubs if this will happen there too.
You can't sell on my patch attitude

I find the local meet ups quite unfriendly and many members incredibly judgmental.

Being described as 'one of those' meaning someone who joined during lockdown

And told where I lived was 'weird' and that no other members would want to visit my farm.

We are a broad church and should just all get on.

Every member should be equal.

Who decides if you are a hobby grower, large scale grower, florist or a wholesaler is better? We should all have equal status and learn from each other including people who have just joined. No one knows what they were doing before and what skills they bring. People making a living from cut flowers

is not a terrible thing-lots of judgement of how people sell and trade. Surely success should be celebrated - perhaps more business advice would help within the group.
Sorry for the rant!

Perhaps expand the regional groups so smaller areas so less distance to get to regional meetings etc

No offence, but to be perfectly honest I'm not bothered. I have done a lot of committees, steering groups etc and I just want someone else to run it so I can be a consumer! That sounds selfish but it's one thing that isn't my responsibility, so I'm very happy to leave you to it. From outside it all looks good, and helps me do what I do. I think people should only have a strong opinion if they are prepared to make it happen - I have seen a lot of 'why doesn't someone' and it's frustrating for those in charge.

You need to be able to make contact if you need to nationally - at the moment it's not fit for purpose and unclear who to speak to. There needs to be a phone number etc listed as I couldn't contact you about an urgent issue easily when I needed to.

I think the areas are too big and maybe should be split to make it more relevant ie southeast should be Kent

Probably a structure overview & how the business is laid out and what your aspirations are for the future as a web page possibly to the members only.

I'd like to see a balance between process/procedure and the human touch. I understand that in the past, FFTF could be seen to be idiosyncratic and very much driven by the people volunteering behind the scenes, and that as the organisation grows, procedure and structure becomes essential. It's good that this is being addressed. However, I think that the pendulum has currently swung too far the other way, with human interactions at team level being replaced by mechanistic interactions which lose sight of actual people. I hope that as processes are developed, that a happy balance can be found between these two extremes.

I would like full transparency on how decisions are made on which occasions or events to support. I would like to see a system that invites all members to have a choice or a say in such decisions, rather than a small and selected group of members. Nothing should be done in secrecy that excludes some members and not others. Transparency and fairness are vital. I would like to see more monitoring of the Facebook page where often loud voices shout others down, and are really quite bullying. I have felt over the last 18 months or so that my voice isn't heard or indeed welcome, and hence I am

now limiting my interactions both in the Facebook group and with FfTf in general. I feel that the regions outside of London and the South East are neglected. I feel that some areas are so large now that there could be smaller sub areas within them. My area is so large, I have never met our area coordinators, and contact is sporadic. I do appreciate that all are volunteers. I feel that there could be some remuneration for such volunteers instead of paying for media agents and promotions which are again mainly for the select few and not for the majority of growers. I am intermittently disappointed that ftf allows anyone to join upon payment membership fee and I have seen members profiles who really don't promote british flowers at all. I am also disappointed by the increasing focus more on florists. I joined ftf as they are supposedly a network of growers, but increasingly there are florists joining, and some that use british flowers as a one off promotion rather than a concerted way of business. So are we a network of growers or more for florists. I am told we are a 'broad church' but I feel we are becoming too broad and at risk of isolating the smaller scale growers, like myself.

I would also like to see more support and awareness of disabilities, to attract such individuals into growing.

Full transparency. There is a sense that the organisation engineers projects that are awarded without a clear procurement process and where some members may have personal interests.

Maybe a bit more of a breakdown on how everything works when you first join as a member. I think it seems assumed that people know how things are done and where to find out certain things etc. eg. Placing group orders for bulk orders seeds, corms, shrubs etc.

Ideas submissions to be more open. Any working member to be paid.

There needs to be clear governance (now being put in place) and it is a huge organisation to be run by volunteers only (too big!). The Facebook group is great, but there are lots of inexperienced growers in there, so the level of professionalism (or lack thereof) I find incredibly frustrating at times.

The website to have a behind the scenes members only map for growers and locally interested florists , not for public, but for us to network etc

It is too reliant on volunteers, many folk now don't have time for a volunteer position with such responsibility.

The marketing support has been too focused on the south of England. I grow in Scotland which has very little media marketing support.

Scotland is too broad a region, so it is hard to get everyone to come to regional meet ups. Might be an idea to divide Scotland in to smaller regions.

I didnt realise when i joined that all the comms and organisation is via facebook. I do not use facebook so feel FFtF would benefit by branching out in the way they communicate with members.

Seems to work very well as it is. I'm very grateful for all the hard work the volunteers put in. It's becoming a nationally recognised organisation for all the right reasons

Sorry, having only recently joined, I don't feel I can comment.

More friendly for those who do this part time (meetings on weekends, any advice for this as a side line)

Opportunity to meet others within the local district

The Regions are too far apart. We are basically the only one near us and struggle to engage as we have to travel 2-3 hours to attend a meeting.

Needs to be more personal

Currently it feels very white, middle class and middle aged. I would like to see some more younger voices in prominent roles and more diversity

I would like to see some more strategic policy or campaign priorities for the organisation. I don't feel like we leverage ourselves particularly well and it's a shame not to make the most of the opportunity.

Would like better conference with external speakers from outside fftf such as Richard perkins or scientists from the John innes institute.

To be kept informed and included in decisions of all activities that the chair and committee raise

As FFtF gets larger, the time may come where a paid officer is needed, as no volunteers should be expected to give up so much of their time.

No idea

I think if there was a way to fund some paid roles for admin it would be valuable, as its a lot for volunteers on top of their businesses.

More PR, advertising to raise awareness of British flowers and small growers

Money available for events

Maybe more paid support, roles are very onerous for volunteers.

The regions could do with subdividing into smaller groups, say within 20 - 30 miles as some of them are so big it's hard for people to get to regional meetings

Important decisions like cancellation of the 2024 conference should have been a full membership decision.

To outsource jobs equally and not show preference to certain growers.

Too long to mention

Perhaps some paid roles higher up in the organisation as it is a huge job and responsibility for volunteers to fill (i.e chair role)

It's so clicky, as organisations of predominantly women always are. I can't see how that could ever change.

Speaking for the Wales region, it is a very unsupportive and bitchy group. Plus we have no opportunity to see growers in other parts of Wales as the distances are so great. Wales needs to be at least 3 separate regions to be fair. We currently don't have a regional chair, I would have happily taken on that role but I recently found out other members were talking about me on a WhatsApp group I'm not a member of and so I don't see the point if already I'm not liked

A greater importance needs to be put on a quality standard of flowers for FFTF members. Quality varies a lot and not many growers local to me grow good enough flowers for me to buy. I think if we are all to collaborate and sell to each other, there needs to be a quality standard

Agree with the move towards a board do that the chair is less stressful position

Split north wales into its own region or join it in with NW.

clear communication about major events such as RHS shows, and how they are approved etc.

Qu17 - I would have ticked a middle box. Some people have been incredibly welcoming others have made me feel the opposite

Qu20 - more decisions by votes like the one for British flowers week

Qu. 17. As a newish member who joined during COVID it has been difficult to attend meetings. This year there have been very limited network meetings. Plus the distance that these are held, make them impossible to attend. I feel like I know very few fellow growers in my region. I understand we are all very busy and established members already know people and have their networks, thus don't feel that they need to attend local meetings. It makes it very difficult for new members to make connections. It isn't always welcoming. Attending a meeting with some training or volunteering for an event, have been the best way to connect.

On Facebook, we use our personal accounts, I generally have no idea who these people are or where they are based, unless they hint what their business is called.

I feel like it needs to get really good at just being a network for growers, focus on information sharing and support, the map is great but it's really about community within.

The floristry should be separate or it's diluting the focus. Even some of the pr events seem a bit unnecessary to me for what Fftf actually are about. Yes

showcase British flower farming but don't make growers feel second best to florists or like they should be florists, show off the farming and the produce... admittedly showing flowers is floristry but again I think it comes back to needing to know what and who is Fftf. I definitely think there is space for a sister business for florists using British but that's a very different set of criteria for a business and I don't think should be part of Fftf necessarily unless Fftf becomes massive with lots of paid roles...

Make better choices about brand ambassadors and pr events.

Be transparent with members.

Most importantly I think Fftf need paid hierarchy of staff to focus on pr and membership communication not such reliance on volunteer roles

Hi,

I joined some years ago, and was very excited with the whole concept. However in the first year I came across a particularly unfriendly person who rather put me off 'joining in' with meetings. I was happy to dip in and out as I needed, knowing there was information brilliantly presented on the website, which was really all I needed. (The flowers are my second job so time is not purely dedicated to it). So, happy to muddle along very much appreciating the name on the website, but then the Coronation came along and I could not believe the views of some members who could not see past their balance sheet to the benefit this amazing publicity donating to this historic event provided to the group.....it has, once again, highlighted a side of the group I don't particularly like. I am in two minds whether to renew next year.

Cut up the regions into smaller geographical regions . Eg the West Midlands covers a vast geographical area and as a result I do not attend regional meetings as they are so far flung! I'd prefer smaller regions even by county which may allow for more involvement and networking. Open up fair opportunities to provide flowers for National events to more not just the stars of the association.

More inclusive to new members as its felt that older members are good friends and your outside of this.

Transparency - this is paramount to ensure all members are aware of details.

Equality- everyone (all members) are equal

quality and sustainability standards and a business-focussed approach

An understanding of which roles are accountable for which decisions. To know where to go with an idea or an issue (other than the Chairs)

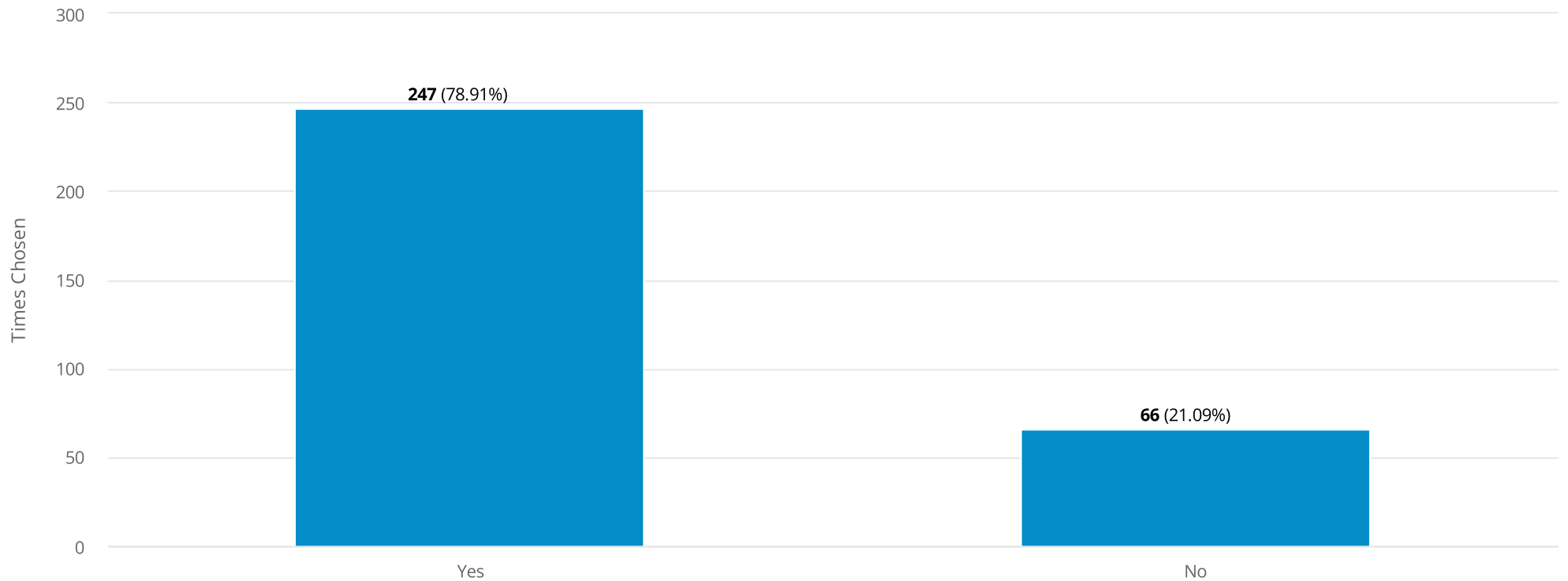
Solid foundations and structure

More transparency around decision making, increased number of members running organisation

Transparency. Clear organisational structure

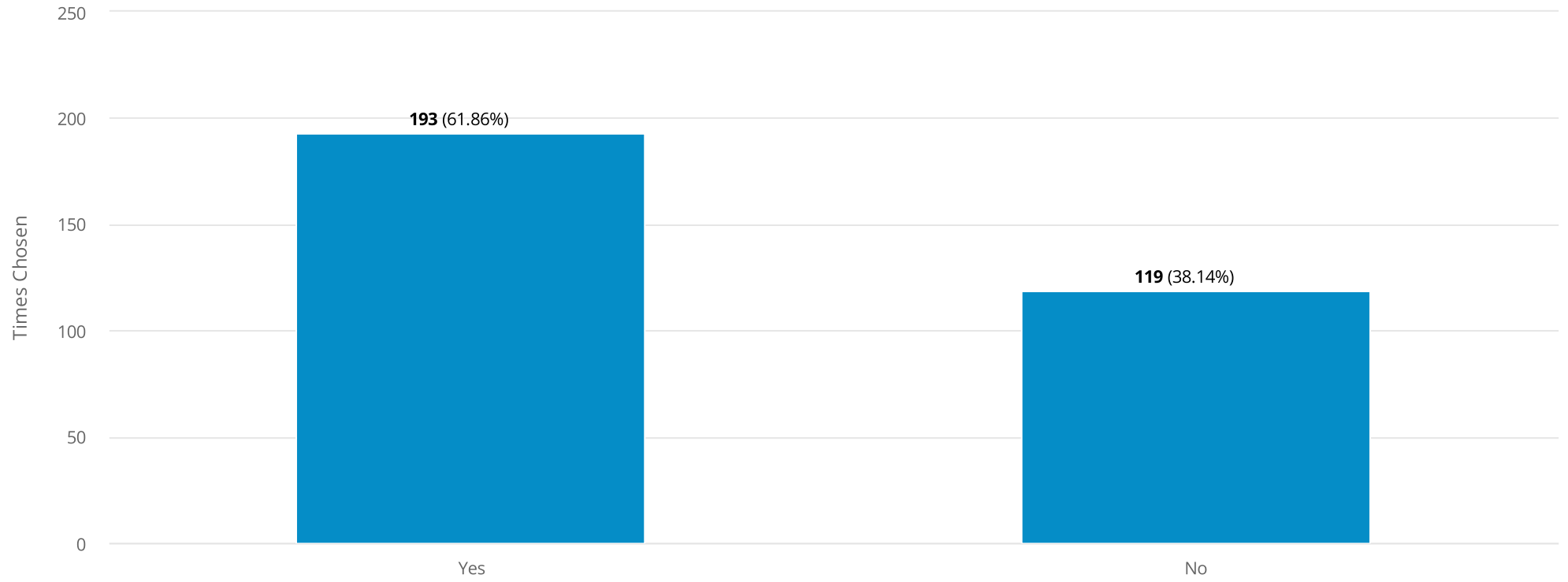
21. Do you know who your Regional Co-Ordinator is? (y/n)

Number of responses: 313



22. Do you attend regional meet-ups

Number of responses: 312



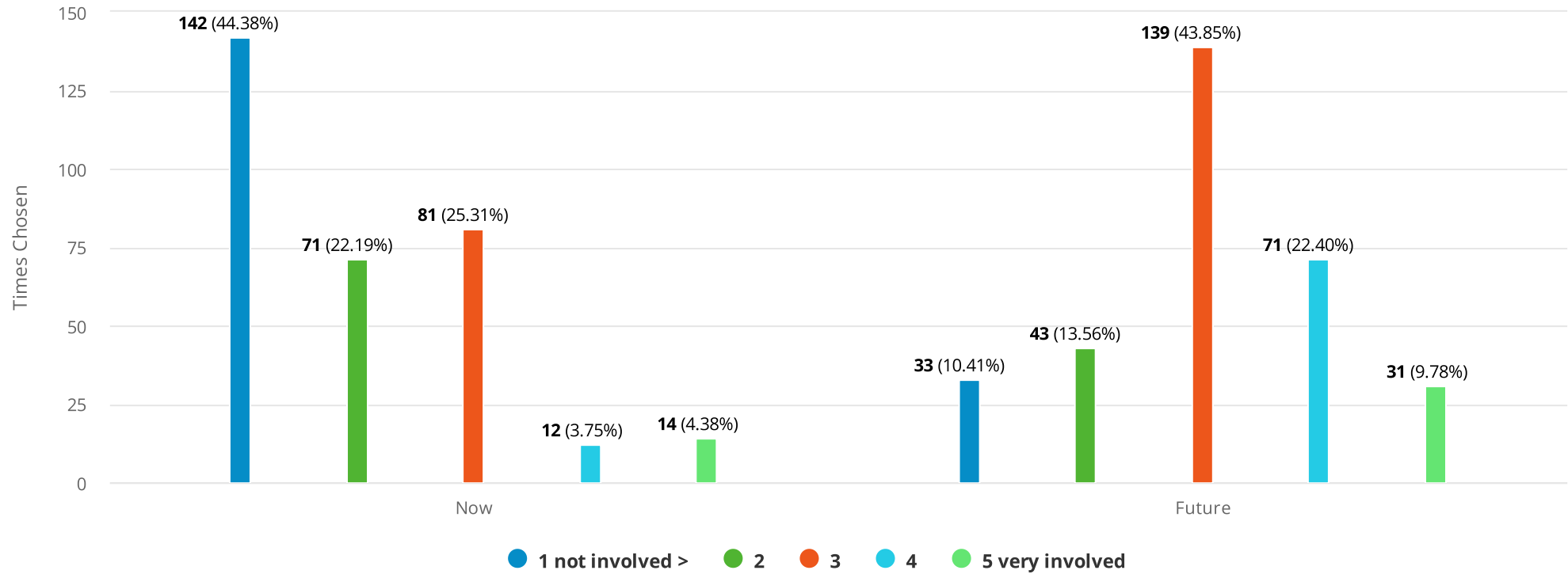
23. In terms of the size of your region

Number of responses: 304



24. As a member, how involved do you feel in the decision-making process of FFTF now and how would you like to be in the future?

Number of responses: 315



25. Would you like to see FFTF offer different affordability grades or levels of membership, if yes please specify?

Number of responses: 179

Text answers:

I think that there is a case for being much more specific in what FFTF can offer if there are separate membership levels. This structure would also mean that members get to meet and form relationships with growers/florists who are relevant to them.

Yes, definitely! I'm not sure how but I mostly use the FB groups so if there was a cheaper option for this I would opt for that.

No.

Yes I think that makes sense - different members with different levels of experience need different support and resources. And we need a way of keeping more experienced members so that the new ones can benefit from their knowledge and experience.

Yes, maybe. - accessibility for all would be good. The cost is at the very peak of what I can justifiably afford and I am sure there are others out there that find the cost prohibitive. Not sure how this could be done in practice though...it might be a lot of admin for someone!

Yes. Though it

No

I think there could be an entry or hobby level versus an established level

yes.

Possibly, although I am not sure of the current membership profile. It would seem fair that larger, more established businesses make a larger financial contribution and newly formed, smaller businesses have a discounted membership, perhaps for the first 3years from setting up.

Definitely different grades of membership, and more recognition for florists who don't grow, but could be a legitimate part of the British flowers movement, even if they use imports as well as British flowers. Each year I use more British flowers than ever, grow more of my own, support other local growers, but as a year round business also use imports.

No

An reduced rate may be useful for new starters.

no sure...

No

No

No

Yes. Professional membership

No to affordability grades - if we're running businesses we should be able to account for membership
Yes to an intro level membership with limited access to resources, then a regular membership after 1-2 years.

Yes - a basic level of people at hobby level etc and a level based more at full time businesses etc.

Not sure how this would work

as above

.

Without specification, I would find it difficult to imagine how this might work.

I think it might be helpful to differentiate between those who are already growing and those who are yet to start even growing. Possibly between those who grow on larger scales, over 1acre perhaps

I think the current level is affordable, and keeps membership to those people who are actually working in the industry rather than people just looking for a few free perks. But if it was much more I'd think carefully about whether it was a viable enough resource for me to continue with.

No

No not specifically

Would be great to enter as new grower with support then progress to established grower - those with more experience could help those new to flower farming. FFtF feels a little too broad currently, at a recent meeting I was aware of my lack of experience which held me back from joining in. A local new members group would be wonderful, to be able to progress to higher level membership with support for aspects related to a more established business would be good.

No. Keep it simple and accessible I think. But possibly a safe space for growers only.

It depends on too many factors to answer such a complex question in a short survey. It would depend heavily on the standardisation (as mentioned above). Even though my business is established and successful I do question every year where my money goes, it feels a bit like a bottomless pit.

No

No why should there be a tiered system

Possibly, but also wouldn't want to lose access to anything so I'd end up paying full whack probably!

I'm now at the end of my 4th year selling as a grower, 3rd as FFF member - when I joined I benefited from the skills and advice and network of more established members (and do try to reciprocate by responding to requests for help and advice on the Facebook group etc). If there had been more tiered membership I am concerned I wouldn't have had those benefits or there would have been a less democratic, welcoming organisation and instead a more hierarchical one.

Not certain, but would consider this as a way forward.

I think that there could be an associate membership e.g. for colleges. I have been asked about membership by staff at the college where I did floristry and I found it difficult to know how to advise them given the current membership criteria. I think it would help them and others to have this sort of membership both to learn from and contribute to FFTF.

No, I think it needs to remain equal for everybody, I think opening up 'levels' of membership could easily lead to a hierarchy of opportunities

Personally there needs to be clarity on what being a member means. This includes tightening up the rules. It's advantageous for a wholesaler to be a member yet they give little to the members but reap big rewards. So perhaps: growers, affiliate members

Yes. Maybe something for 'hobbyists' / enthusiasts, newcomers and more established growers. Could be based on turnover, perhaps.

Not a bad idea but I'm not sure how you could remove people from certain services. High fee to be included in social media and access to members business area of website maybe? Or for inclusion on map? Not everyone wants to be on the map, especially if just starting out.

No

Maybe, but this isn't so important for me. Just some basic value add such a better regional events would be a start.

I would be happy to pay more to have higher quality leadership and content. I do want to do farm visits to regional experts. I do want to learn new skills.

I was a seedling for a little while whilst my children were still babies. I found it helpful.

I think this could be very complicated. As a new grower it can feel daunting signing up and this is possibly when you need more access to resources.

No

I think it's fairly priced at the moment, maybe a small discount for new businesses but more as a hook than a necessity

No

I think that £90 is a very reasonable rate for all that is offered. Perhaps a micro grower may have a lower rate

no

No

No

No

No

Yes, perhaps basic access membership and then tiered up with the more expensive offerings giving access to more resources or training

I think this question needs more clarification.

Yes, for me, the best value relates to being on the map for proving only British flowers. Regional meet ups are difficult as I work most days and the North West region is huge so sometimes meet up are difficult in that respect also. I'm a florist, part time freelancer, and small scale grower.

Personally, I do find the annual membership quite steep as I don't have a large turnover/profit but really value being part of the group.

I am not sure - I think this will be much clearer when the organisation has a clear remit. For e.g. if FFtF decides it is an organisation focusing on helping new flower growers get established then it does not make sense to have other grades of membership for established growers or even florists. But if FFtF wants a broader remit then it probably does make sense - as long as these are not exclusionary. I.e. just because my priority is as a florist I don't want to be excluded from information and learning on growing as I am also interested in it.

It depends what is on offer I would be interested in anything learning wise.

No

How do you deal with different levels ?

As a co operative it needs to be equal I wouldn't be happy to pay full price against someone else receiving discount.

As everyone should be registered as a business

I think the cost of membership is getting quite expensive, particularly for new flower growers just starting out. I'm not sure that tiered membership would work though as I'd prefer all members to be able to access the most relevant and useful information to them. As a florist member growing a few flowers, I feel I probably don't get best value for money for my membership as most things are skewed towards flower growers and of less relevance to me. I'm unlikely to attend a training session on soil health but I'd be interested in one about e.g. tablescaping or wedding flowers.

No, I'd like to see it as an industry body promoting UK grown & pushing governments for acknowledgement & funding for all sizes of businesses within the profession.

N/A

No. I think the really successful, profit making members should not be asked to pay more and any inexperienced grower or florist is onto a winner paying £90 pa.

All members should be encouraged to be professional but quite how one quantifies that I'm not sure. I feel some very small start ups muddy the water with under pricing and lack of knowledge, should they be allowed to join once their business is proven? How does one prove that?

No I think everyone should pay the same for their memberships to make it fair. If extras (like additional learning) are offered, this can be an additional extra that is paid for separately or maybe offered as part of the scholarship.

No too complicated

A difficult one to answer! Perhaps there should be an Introductory Grade membership that is a reduced amount, but with the option to sign up to a package of training from a menu that new entrants can pick and choose modules from to reflect their business / hobby.

As a 100% grower, much of the PR tools are of little use to me: my objective is to connect with potential customers both directly and to make them aware of what I am sending to wholesale. This is very different to someone who is growing and selling bouquets, wreaths etc., with the objective of covering costs (or off-setting losses against a core business) and also from a florist-grower who is actively striving to grow and expand their business.

no

Possibly a good idea , proximity to population and size of business must make a difference to how much being a member benefits an individual.

No

I believe a Career change (startup) membership (with a grace period of say 2 years?) and general membership are all FFtf should offer. A pensioner discount could also be an option.

I think the first year seedling membership for new growers should be reintroduced to encourage a more diverse membership

Yes depending on scale

It sounds like a good idea but might be difficult to manage. I think it should be very clear on joining, what the membership includes.

No, everyone should pay the same. Maybe a free trial month for new members.

This question is way too vague and the subject too broad to give an answer.

No, I feel this will be too complicated and hard to differentiate between levels.

It seems a good idea but no idea how?

no

Dont think there's any need for this, but I like the diversity bursary thing that's offered, so perhaps more targeted accessiblity/inclusivity things like that,remembering that diversity also includes economic diversity not just ethnicity.

YES

More support for younger growers, or a mentorship program to connect new growers with older more experienced growers.

No, very happy with the price and would completely understand if the cost increased. Too new to the community to know whether different grades would be beneficial

I know my regional co-ordinator has been with FFtF since the beginning. She is stepping down in Spring and will possible not renew her membership. I think there should be an honorary membership for 10 year members. There will always be new members and surely these individulas that have stuck with the organisation should be rewarded?

I do think there should be an assessment for affordability and considerations for those on low income. I am open to the idea of grades/level membership options but am unsure how these would look.

Yes perhaps based on output?

Yes. See above! Perhaps based on the type / size of business and or a membership for affilates or those who want to grow simply for pleasure.

Maybe cheaper for florists and small growers

No, I think resources should be available to all (or the odd specific course paid for separately by each individual if they want it)

no

I think it could be a good idea to have an associate membership for florists who don't grow or other interested parties who want to support British grown flowers but for whom full membership is not quite the right fit. A little like how garden media guild does it.

So long as value for money is still achieved. At the moment I do not think Scotland benefits at all from FFTF apart from what we organise here and most of the information if not all of it benefits newer growers not established.

No

Not sure I joined as a Seedling member several years ago and I did appreciate not having to pay too much until I was established

No. One of the biggest benefits when you're starting out is having somewhere to go to see what others have done and ask for advice. The moment you offer different grades, people starting out may be networking just with others who are starting out who are just as inexperienced as they are, and therefore little help. And different grades leads to a sense of them and us. There may however be a benefit in promoting different sized members to florists etc. I expect they'd like to know who is a gardener versus a commercial grower and at the moment can't see that difference.

Yes - perhaps there could be different packages of membership - ones with greater learning resources offered in the price. Or a cheaper just networking package.

No

Sliding scale membership fees depending on turnover of individual businesses.

Cutting down on FftF overheads to make membership more affordable. For example, the expensive annual national conference would not be needed anymore (or not annually at any rate) if smaller regional organisations are formed.

Do we need to pay for national PR? It hasn't resulted in any more sales for us here in Wales.

Supporting younger farmers and encouraging diversity would be good. I'm a young farmer and I do feel like an imposter, as I can not dream of ever owning my own land.

Yes but nothing too complicated to administer or for members to understand. I like the idea of a seedling/starter membership for the first year. For those growers with higher acreage/turnover may be a separate tier for them, maybe a separate category for florists only?

No

Yes - different affordability grades. I will struggle to afford membership next year and so will probably not renew. I held a volunteer role which paid for my membership recently but I can no longer volunteer in that way.

Possibly - not sure if this the right spot to say this but... I think FFTF has done a brilliant job of getting lots of people involved in growing British Flowers, but now is the time to up the game and develop a more strategic approach to getting the message out and to make it easier for those who aren't yet using BF to access them. And to facilitate access to BF on a larger scale - eg hubs, buying/selling website. And to professionalise the whole thing. I'm sure these are things you are thinking about - but we aren't all beginners and if the organisation is to flourish it needs to continue to offer entry level info & advise, but also to offer more for experienced members.

No, I can't see how you would define or managed different levels. The main draw of being a member is having access to those who are much more experienced than me.

No - in my opinion this is a bad idea and an admin headache but it really depends what type of organisations Flowers from the Farm wants to represent.

no. if every member has access to the same resources then the fee should be the same for all.

Not particularly

It would be good to offer reduced rate for under 30s to help those who make the career decision early on (I'm a lot older than that) or if a grower is undertaking a significant piece of education eg. Studying horticulture full time.

No. This will lead to elitism which exists already. Members who have been members longer already think they own FFTF and are more important than members who have joined more recently
The membership is not big enough for this.

Yes - if you want to advertise events then should pay more

I think a single membership is best.

No, I think it is fine. How useful it is depends on how/how much we use it.

Yes

Possibly if you wanted to get more involved in the decision making??

A lower price option for beginners who don't need a listing on the website would perhaps be useful

Yes, reduced amount for small growers

In the past, we tried entry level memberships at a reduced rate but found that the demands placed on the organisation by inexperienced members were greater than those of people who were already running businesses. Cheap entry level membership also encouraged people to join even if they had no intention of running a flower business (either as a florist or a grower). If there are plans to reintroduce a tiered membership, make sure that the costing is well thought out, easy to administer via the website registrations, and that the membership benefits are appropriately tiered also. In some

ways it makes more sense for experienced members to have cheaper membership than new entrants as they may benefit less from the resources available. The least experienced often impose the greatest demands in terms of support needed/expectations.

Yes - students, florists, growers (different sized organisations?) social enterprises

different memberships to identify those that use all / majority of their own flowers to differentiate from general florists

NO

I think more attention should be made to FFTFs original aims, which as stated on the website;

'award-winning membership association championing artisan growers of seasonal, scented, locally grown cut flowers'

And you may say that as florists champion British cut flowers that includes them. However many florists don't say name the grower or where their flowers come from, and I think this is poor. We should be more about the growers, rather than the florists. This is, or was, the unique quality of FFTF.

No, it should be 1 membership fee that covers everything.

no

yes I think the value for money is very poor. Where does the money go? Who has the money from the hundreds of members right now

I suppose given my previous answer regarding information when you first join, that it may improve if there are different levels of membership. However, I can also see that it may not pave the way for that free exchange of growers' experience as it may cause a divide between newbies and time served growers.

No

No. Equality & Simplicity is best

No

No prefer add ons

Yes absolutely different levels of membership. At the moment, I feel that things are weighted to inexperienced, hobby growers (I think because of how the membership has grown). I would be happy to pay more to have a different level of access being a longer-term grower - like you would for a professional body. My business pays me and is run like a business, i.e. needs to return a profit to pay bills etc.

Not particularly

No, keep a level access for all.

No not necessarily. Perhaps user pays for additional services as utilised.

Yes this might help

Depends what it is offering. feels a bit elitist for an organisation that is supposed to welcome anyone, but depends how the levels were offered.

No, I think it's good value

Yes, the only reason I keep my membership is my listing on the website has gained me business, which in effect pays for my membership. If it wasn't for that although lovely to have, I couldn't justify the membership fee for my small business.

I believe that membership should change depends on you specific area. Also different focus on experience.

No

Not sure how that would work as you couldn't get any more basic than it is

No

I'm not sure that you see a lot of action for the cost of membership, if it included the cost of the conference then yes but it isn't providing me with enough value at present.

I would like a group for the professional/commercial scale growers. Not sure if ftf is the place for this or not.

No

No

No.

They used to do a seedling membership when I started, that was good value and helped to get me going and learning before selling anything.

We had that before and felt it was slightly divisive. The most professional growers aren't always the ones who can afford higher membership fees. We could maybe support younger members who are trying to make a real living.

No

Unsure how that would work so can't offer an opinion

Membership should be offered to more genuine flower farmers and not those who just wish to avail themselves of discounts and trade information for personal use. Not sure how to distinguish however.

Not sure would need more information before commenting

No - if there are reduced rates, these are subsidised by others. It's a business expense. The value to a new grower is immense & worth every penny.

No

No. It was done previously & didn't work. A member should have all the same rights & responsibilities to maintain equity.

Yes. If people just want to be on the map and not engage with the community and resources I think price point could be lower.

Possibly

No, I feel that we all have something to offer and share. If someone does not have access to something, then you lose what FFtF is about. Sharing our knowledge and experience to support everyone.

On the fence. Prob not, I think it should allow for entry level interest but be priced high enough that only people really considering growing as a career should want to join but also recognise this is not a big money game for most growers. There could be a "interest piece" subscription for people who are just interested in the world of flower farming and would like to see what's going on but maybe that's what the instagram page is for and that could be made more of.

Leisure membership would be good

Not particularly, it is very reasonably priced.

Not really

No

No.

No!

I didn't want to list my business on the website so perhaps a lower level membership for people starting out.

No. That would cut the availability of information, I can't afford to up the yearly fee

I'd be happy for some kind of hardship level of membership for anyone who finds it difficult

No

Not for general membership but I do think there should be an uplifted Trade Membership category for those who have clearly joined to sell to a captive market ie ranunculus.

Yes - maybe higher for 'corporate' members - but need them to get value from being a member.

yes. I think we need to be more approachable.

Yes, tiered membership to help those who are entry level and those who have 'graduated' into 'real' business stage

Grower member

Florist member

Think this is an interesting idea - would need to understand the rationale for different grades

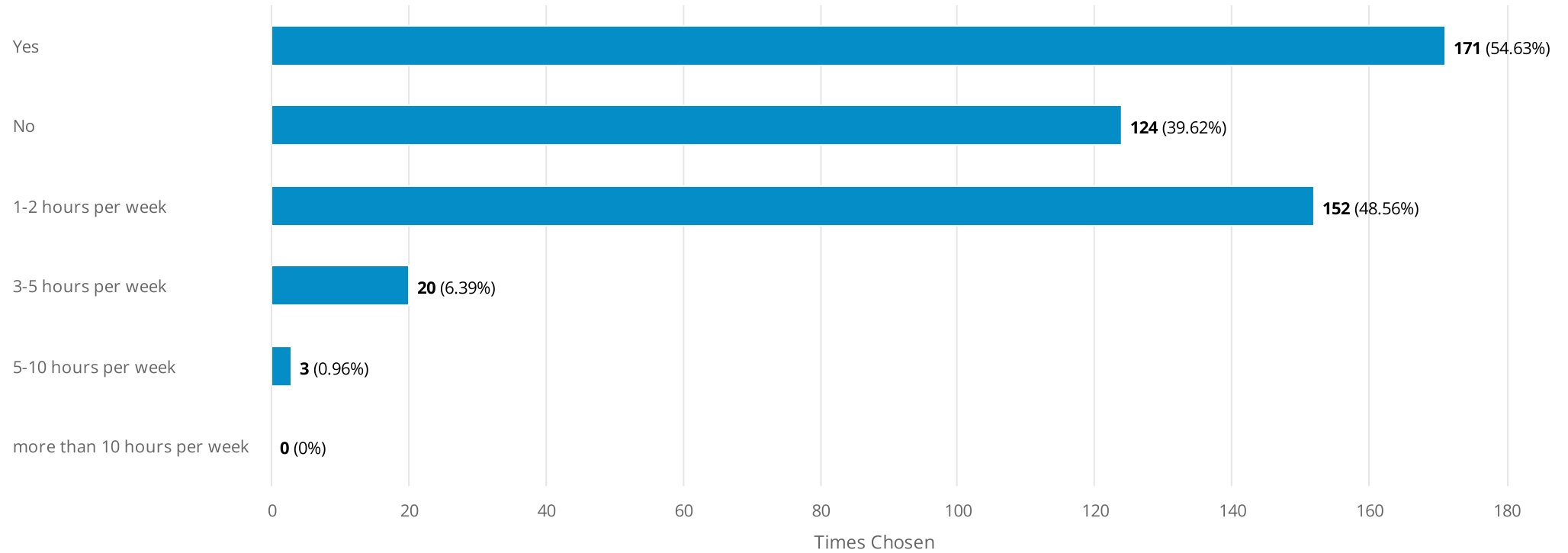
I think different levels of membership, with a fee scale would be a good idea for different groups. For instance, growers, florists, just starting out with no knowledge, and a section for trade.

Yes definitely, new members and more experienced growers, different levels offering different information, events and training

Possibly differentiating between florists/growers etc.

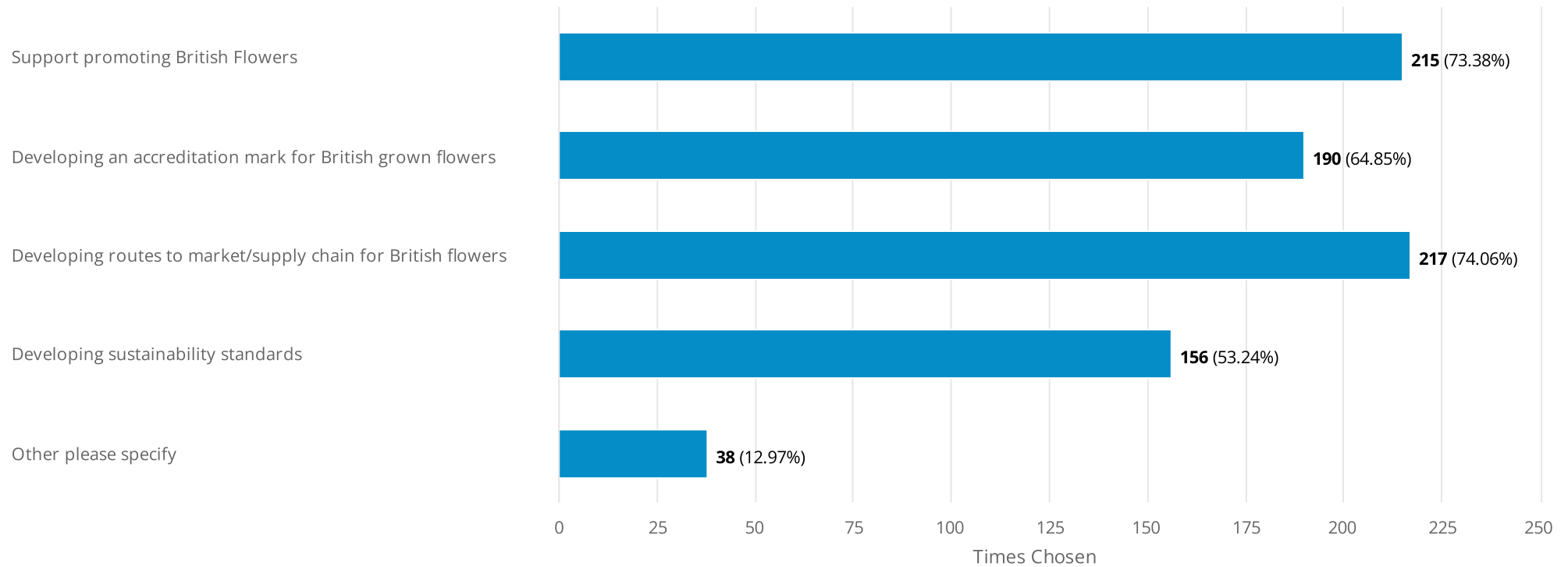
26. In the future FFtF will continue to require members to volunteer in certain areas, are you willing to volunteer your time?

Number of responses: 313



27. If FFtF were to lobby for serious investment in the British Cut Flower Industry what would that look like?

Number of responses: 293



"Other please specify" text answers:

Maybe lobbying government for financial support for British growers.

i would be concerned that the organization would play favorites in promoting certain growers

Recognition of florist-grower model as a legitimate way to add value and create sustainable small rural businesses. Also enabling access to land is another key issue.

something that differentiate the "grown in a field / garden" or huge tunnel grown flowers (more commercial)

Advocating for financial support from Government, applying for large scale funding, attending business events/conferences, and public events

All of the above really but the british-grown would make sense being the priority as most of the organisation is made up by growers..?

Working with other agri / horticulture lobbyists to help us promote what we do. The cost of lobbying is not affordable without sponsorship of some kind so this would need to be clear - would universities sponsor us to undertake trials; would we need to allow other organisations to advertise to our members etc.

The above sums it up nicely

Qualification in growing linked to accreditation

an interflora version for online ordering of bouquets. small to begin with. a standard for what they are to include. 3 sizes eg

I think there are lots of other things it could look like and I am not sure that the options listed are the best use of investment or indeed as an outcome of significant lobbying. The amount of time, effort and money required for that kind of successful lobbying is significant and could just be redeployed to achieve those ends directly (in my opinion!)

We need to be taken more seriously, I'm sorry not to have any fresh ideas apart from those above

Negotiating a deal that either supplies members with Dutch buckets and raisers with FFtF logo; or finding a supplier who will produce replica buckets that we can buy at a discount.

Accreditation mark for British grown flowers would be great.

Marking flowers with country of origin like fruit and veg

Support for florists

Support for growth

Start up and expansion grants, subsidised training

Helping to link young farmers with land to grow

If investment was made it has to go to those growing commercially in my opinion, or those with a solid business plan.

Lobbying for government investment in UK growers that extend the British growing season. E.g. in some US states you can get a grant for a polytunnel

Supply routes for non commercial growers-

Clearer definition in planning law

Raising awareness among 'high street florists' on the benefits of british grown. Raising public awareness to the same level of public understand on the true cost of a £3 t shirt from primark. .

Raising public awareness

Investment in individual growers, ie financial support & development of local network hubs.

local projects

Clear quality standards through accreditation

Tracability data

local hubs/markets for getting flowers from farm to florists quickly

Policy and campaigning!

Definitely bot a badge for British growers - starts competition

Creating National awareness of local growers

Support for small flower growing businesses

Investment in research & development

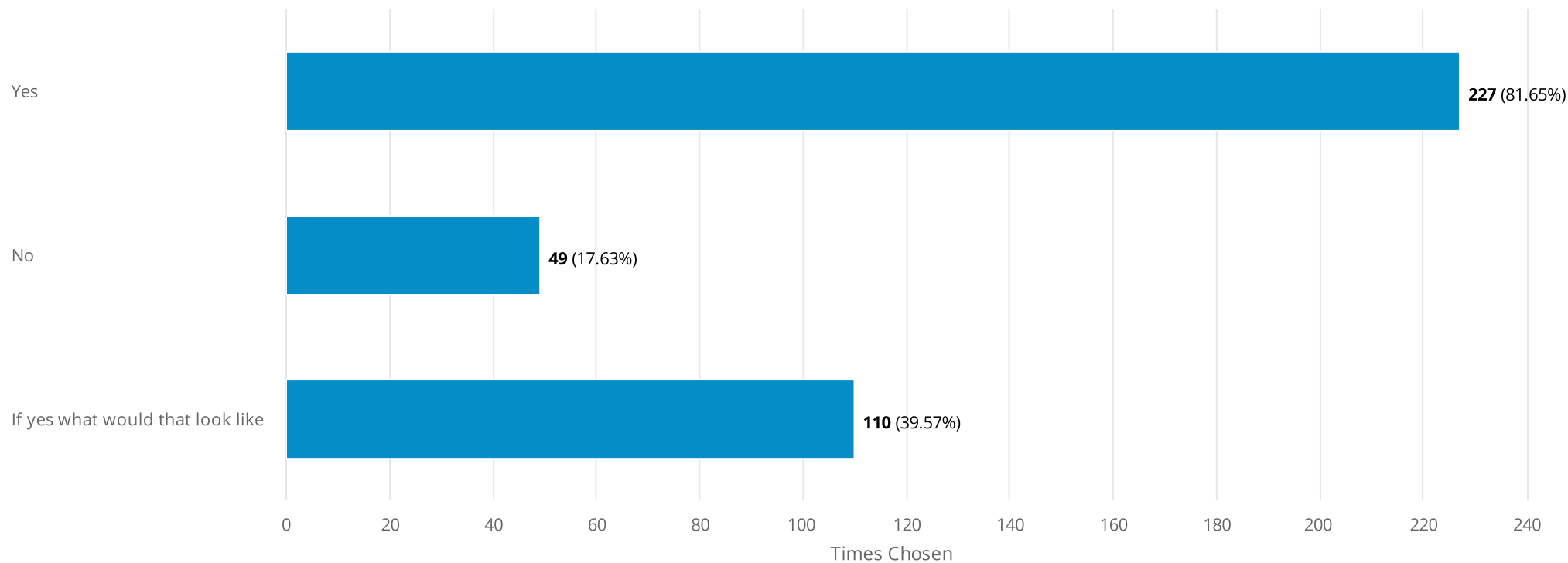
Building relationships with the floral education/colleges for the curriculum to reflect British flowers

A governing body/union

Other please specify

28. Do you think FFtF should take a clear position on Sustainability of the floral industry?

Number of responses: 278



"If yes what would that look like" text answers:

For growers - education into farming methods, soil protection, composting. For florists - a commitment to no plastic use and to seasonal British flowers. Overall, a discussion to further the debate about the sustainability of hothouse use etc in British flowers.

No floral foam to be used EVER!

Don't we already? We're promoting sustainability by promoting locally grown flowers

education - speaking up against large company greenwashing and championing small local business

Focusing on promotional material for florists, be present at larger floristry events.

I think the organisation should continue to promote the use of sustainable, environmentally friendly methods of floristry. Perhaps providing information and training for florists.

Defining sustainability standards for florist-growers

Support and encourage, raise awareness, offer ideas and training.

If yes what would that look like

Clear definitions

More publicity on Where flowers come from

Defining sustainability and encouraging members to act sustainably

A clear message on the positive reduction in greenhouse gas emissions by sourcing British, a strong advocate with best practice guidelines for reducing single use plastics

Educating members and the public, circulating resources

Not sure

some form of `sustainability accreditation

Encouragement of all members to use sustainable practises

That's really tricky. But I think a basic minimum list of standards / commitments would be good./ considerations would be good. Even if this is a checklist of 10 questions to promote to the public to ask them to consider where their flowers come from and how to raise awareness of the key issues.

make it clearly visible in marketing/logo.

They're a luxury product and every effort should be made by everyone involved (farmers, florists, customers) to choose the most sustainable possible products, methods, techniques, suppliers.

Have a clear message that all members abide by that we can all promote our products with

No to foam, but also maybe a pragmatic approach to things like wire, imports during the winter season perhaps? So realistic rather than evangelistic.

Some kind of commitment required for membership.

Clarity is vital to educate and inform the general public about making a choice.

Clear guidelines and help to acquire them

In my view the first step would be to define what sustainability, ecological, eco-friendly, pesticide free etc means to flower farming. From there we can then use these definitions to define our position. In essence though, we need to be clear where we sit.

It shouldn't be prescriptive but should always promote and educate re sustainable options.

Increase awareness

Ethical code of conduct?

I think the focus should be on growers and florists to commit to moving in the right direction

Otherwise what's the point. Use Angela's research as the start

Be (even more) anti foam!

Lobby for 'air miles/carbon cost of production' to be captured as standard on all cut flower packaging and for floral foam to be banned

I think just carrying on with the good work they do in promoting sustainability

To grow without pesticides

I think we need to acknowledge that we cannot cut out reliance on imported stems but really drive home ftf's emphasis on continuing to champion the ethos most members ethos of growing in tune with the environment. We mustn't make those of us who occasionally buy in imported feel guilty.

That members agree to not use things such as floral foam and source British flowers whenever possible

ultimate removal of plastics and any other environmental hazard

not so much on the floral industry but perhaps on FFtF members role within a wider floral industry. It could simply be a statement of intent at this stage with something more in depth developed later

No floral foam

to lead by example highlighting the measures that can be taken by members

Refer to the UN's pillars of Sustainability. Environmental, financial and social sustainability are equally important. This means recognising the value of high street shops that are accessible by public transport.

Fight against green washing and promotion of home grown, sustainability.

Giving our services for free devalues and undermines our product. Yes we want to promote British Flowers, but it shouldn't be a free service. We created flowers for the Garden Media awards at the Savoy hotel. Could one of those organisations not have afforded to pay proper florists rates or at least proper expenses for our work? I'm not asking to be paid myself (although it is important to cover expenses for these events) but surely there is a way that money could be filtered back somehow into FFtF coffers??

Let's start with no floral foam. It's the one thing in floristry I cannot find an excuse for.

I think yes but to also be very cautious about not being judgmental. Perhaps a set of positive statements about the British flowers rather than derogatory statements about imports.

This is a very broad area, and would alter the aim of FFTF, but Sustainability should be important to us all. How this is defined and policed is very difficult, so potentially too difficult to implement.

Against all use of floral foam and single use plastics. Take a stronger, more visible stance on green-washing.

No floral foam to be used by any member, reduced use of plastics

Do you mean lobbying? That changes the nature of the organisation a bit I think and would need careful management

I am not sure, I am very new to the floral industry and as much as I think practices should be as sustainable as possible I worry there is the risk of alienating those who still use unsustainable practices but are researching/hoping to work towards more sustainable practices.

yes but only if it comes from an educational stance and not a shame beating one.

Accreditation of standard of sustainability achieved?

A statement of intent. A set of standards (Not necessarily as strong as the organic accreditation) but lessons from it and perhaps lessons from it from the B-Corp accreditation. There could be levels of sustainability, not just how you grow (the obvious) but your packaging, your added extras (teddies, ribbons, even use of wire in wreaths), also recycled card for printing etc. Green office management. It could be there is a 3 step 'path' to sustainability which members can 'climb' and use as a promotional tool?

Some sort of accreditation / traceability that isn't as onerous / expensive as organic certification

Proven evidence of local vs imports

"Sustainability" would first of all have to be extremely well defined

sign up to various standards (such as not using floral foam)

Educate at every opportunity both locally and nationally

Encouraging people to stop using floral foam

Regularly publish (on socials etc.) facts and figures about the impact of imports, floral foam and bathe benefits of the alternatives.

Clarity on what sustainable floristry looks like and encouragement to achieve it

If we're not arguing for sustainability, what's the point in buying British?

Highlight sustainable practices that FftF members follow, work towards FftF Sustainability Standards. Accentuate the positive! Don't diss the other, just say: "This is how we do it because we believe it's best for the environment."

It should be a suggestion with guidelines not draconian rules

Not a yes or no question - is Agra Wool more sustainable than floral foam

standards (as at 27) A clear message that buying British flowers is a positive thing people can do to make a difference - esp if aligned to standards/accreditation as per 27.

Yes but we need to be careful to do it in a way that doesn't alienate those who can't because they can't financially afford to. Every little change should be celebrated and encouraged.

Yes but don't bang the purist drum. It will alienate the florists and make Flowers from the Farm look amateur.

using factual material from own research to explain carbon metrics etc.

Strong stance on products like floral foam. Research into the environmental cost of imported flowers.

No Oasis to be used

As a local grower to me states "Grown not Flown"

I don't use floral foam or single use plastic and aim to reduce the use of wire and moss but I wouldn't want to dictate that to others. encouraging a move towards improved sustainability by showing examples is useful and positive

positive promotion of sustainable floristry methods, sustainable practices - but not by attacking others.

members should have a charter to sign up to which would be difficult that many use imported flowers, foam, plastic wrap, pesticides etc

Push to develop an accredited scheme for growers. I think this is key to stopping the consistent greenwashing and will help the public know what they are buying. Raise awareness of seasonality.

I think it would be difficult to achieve an agreed standard of sustainability and would continuously need to be reviewed but at the very least it should be agreed that sustainable floristry techniques are used instead of using floral foam.

Clear on use of no chemicals and supporting biodiversity

No foam, no imports, low chemical, low input where possible. Less focus on carbon footprint and more on plastic use etc.

All members adhering to sustainability policies e.g not using floral foam

Oasis alternatives etc?

Yes but this needs to be an inclusive position, there are risks that it could become divisive within the floral industry

no foam at all , more information for florists on how to work seasonally, marketing support to get this message across to florists and also their customers, a marketing campaign, floral ambassadors walking the talk, training, a change of curriculum in floristry training facilities, sustainability accreditation for florists?

Education needs to be provided and guidance for all

Obvious stuff really

But a gentle and positive approach.

Stronger PR about how british flowers are sustainable

By example not lecturing

Foam free

Sustainability statement, customer guidelines, maybe voluntary standards?

Ban use of single use plastic

Only British flowers used, this would encourage more growers back in the UK like it used to be

Encourage use of sustainable methods and techniques

Gently..

Education of the members and public as to what that actually means, alongside a mark we could use on packaging similar to the red tractor for British food

Yes but not a purist view as that it very difficult to achieve for most florists. It needs to be a balanced view.

It would be an overarching statement that allowed for change and development in its application

A statement and free resources

Manifesto/charter of our beliefs

A zillion percent yes. It's the biggest reason in current climate why people would chose local flowers and people need clear transparency similar to food industry. People need to be aware where thier flowers are from, what they are or aren't treated with.

Set of principles we sign up to at different commitment levels?

A matrix of statements of a voluntary code of Sustainability we can self assess our practice in Floristry separate from Growing from Developing to Established

Education

accreditation

I think as a voice for smaller cut flower growers, it is important that there is a strong voice, and to help educate customers (florists and end customers).

Representative of FFtF sitting on a recognised industry national board

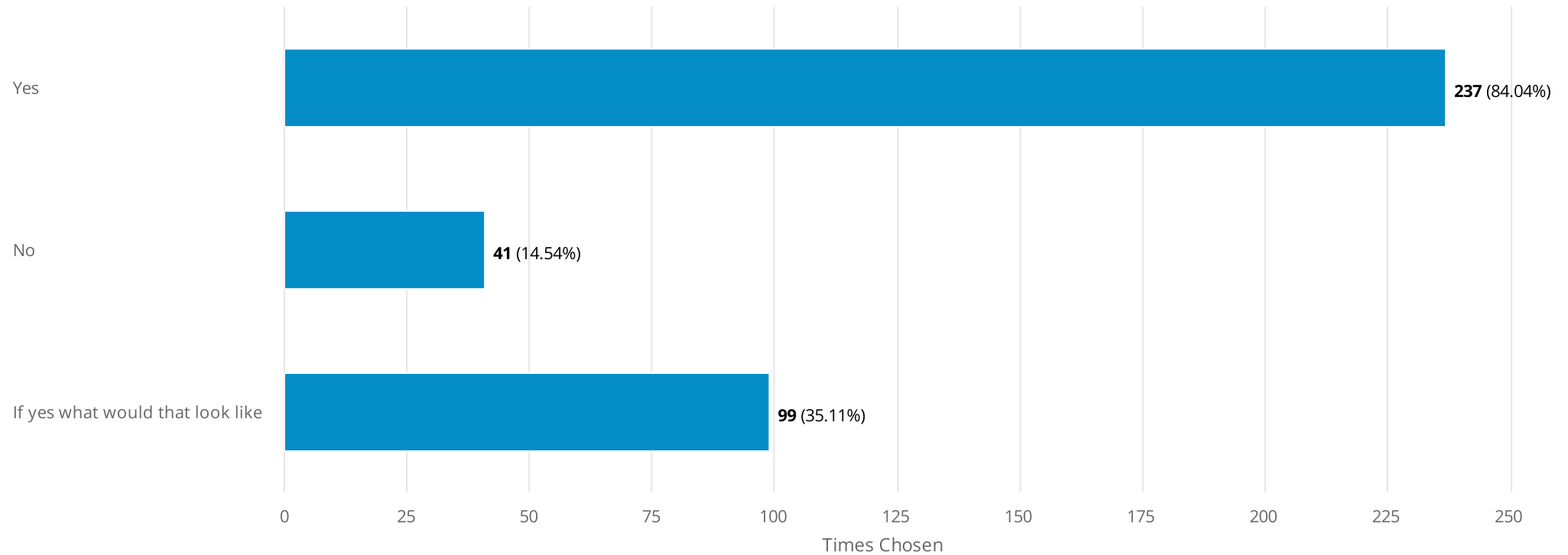
I think if we are going to do it, it would be good to have clear and strict standards on sustainability

Sustainability standards should be part of criteria to join

clear guidelines on best practice supported by studies/evidence

29. Do you think FFtF should take a clear position on Sustainability of cut flower production?

Number of responses: 282



"If yes what would that look like" text answers:

Not completely sure

If there had been a maybe box I would have ticked that, it depends on what you mean by the question and the definition of sustainability.

As above

above

As above

Continued raising of public awareness of the environmental costs of flower production and importation and promotion of British grown flowers as an alternative.

Any assessment of sustainability needs to include whole lifecycle, not just production as transport is so often a key part of impact of mainstream global flower supply chain

To support, encourage, guide, teach etc

part of British psyche - whether grown in a garden or in a field

What this means

How British flowers help with climate change

Defining sustainability and encouraging members to act sustainably

An encouraging stance to sustainable growing, offering well researched best practice guidelines for production (at all scales) to all members and public

Going peat-free, climate change awareness, promoting soil health

some form of sustainability accreditation

as above. Could members audit their practices against a benchmark of goals/ standards to show clearly where they stand with them?

make it clearly visible in marketing/logo

As above

Have a clear message that all members abide by that we can all promote our products with

Developing sustainability standards for members might have a place as well as PR and marketing

see above

Guidelines on how to achieve them

Please see comments for qu 28

Open up discussions with larger growers and outline FFtF's preference for sustainable options

Code of conduct emphasising sustainability but also social responsibility

I think this should be less of a negotiable and we should challenge ourselves to uphold high standards

Otherwise what's the point. Use Angela's research as the start

Education on flower miles

See above

Same as above

One planet we have to look after it

Highlighting sustainability efforts and supporting growers to make processes more sustainable

ultimate removal of plastics and any other environmental hazard. Raising awareness of cost of production.

Again not so much on all cut flower production but FFtF role within it. Given there are some international standards for cut flower production already it does not seem a good use of time to try and supersede all of this (especially without the involvement of the wider industry). Getting access to the sustainability documents/evidence produced by the wider industry would perhaps be more enlightening as we could have more statistics to compare the impact of british grown to.

peat free, no chemical pesticides/herbicides

Through accreditation

It should be realistic.

Has to be more than just grown in the uk

Making a clear stance that products like floral foam must not be used members and making this a prerequisite for membership.

I think this isn't as black and white. I think it's first identifying what 'sustainable' actually means in this context. But yes, I believe there is a standard all members & the organisation should adhere to.

As above

as above

Statement on use of pesticides etc., advice on renewable energy, reduce/call out practice of greenwashing amongst members

Yes we all want to be sustainable and promote that but are we all perfect enough to be seen to "preach" to others? And would the perceived need to be completely sustainable put members off. I think the current ethos feels like aiming for sustainable is the ideal but that doing our best is also ok as a member.

Again, I'm sorry I do not feel I know enough to comment however I feel the continued promotion of seasonal flowers/foilage and the use of unusual varieties that can be grown in this climate

yes but only if it comes from an educational stance and not a shame beating one.

As above!

Difficult to qualify. Personally I'd growers to only grow sustainably

Evidence based on production domestically vs imports. Carbon footprints?

see above

sign up to various standards

Educate at every opportunity both locally and nationally

Encourage people to only use British grown flowers

Maybe an accreditation - graded like Eco Church that depicts how sustainable your flowers are

Clarity on what sustainable growing looks like and encouragement to achieve it

But this not clear cut - lots of factors impact what is more or less sustainable. Local isn't always better at all times.

As above

Not a yes or no - see the argument of regenerative farming vs organic

see answer to 28

Only in terms of why British flowers are more sustainable (in certain cases) than imported flowers. Again, care is needed in terms of what is communicated and how it is done.

Develop an audit sheet for FFTf members to use so they can understand what their contribution is to the 'sustainability' of the british grown flower industry.

Not being absolutist but having a clear position on some issues e.g. to include supporting a ban on peat,

We start with some basic statements that we can all agree on.

As a local grower to me states "Grown not Flown"

I grow using organic no-dig methods using hand tools but I wouldn't want to dictate to others

positive promotion of local small scale production and its credentials, not being 'anti' everything else

UK grown should be priority

as above

Again the development of an accreditation scheme. Raise awareness of seasonality.

Again this would be difficult to agree a level of sustainability that still makes the business financially sustainable eg. Use of weed membrane. However at the very least an agreement to not use chemicals which could harm the eco system should be a consideration. We're not talking about being certified organic but avoiding as much as possible using the things we know do more harm than good should always be the way to go

See above

As well as how flowers are produced, look at what they are wrapped in to get to florists/end users. There is so much single use plastic used by growers and it seems to offset the feeling of being good and buying British.

All members adhering to certain sustainability targets set out

Grown not flown?

It is important to keep any position inclusive of members interests and there is a broad continuum of what is meant by sustainability, and how growers see themselves aligned with this.

no chemicals, no peat, sales aimed at local region if possible, regional hubs, national marketing campaign on the importance of seasonal/sustainable cut flowers

Awareness about flower miles to the public

Too hard as your members import flowers

Environment/chemicals/soilhealth

Peat free

What would it involve? Developing 'accreditation standards' might turn into only privileged 'organic'claimers

Sustainability standards for members, some kind of statement.

Flower miles based

Encouraging no dig, no use of chemicals therefore helping biodiversity

Promotion of use of cut flowers from local sources.

Gently..

As above

Yes but a balanced view, not a purist view

As above

Membership should meet criteria, though this can't be policed it should be made clear what practices are expected of them

See answer for 28. Self assessment code if sustainability in floristry practice. Stements to self measure from developing to established.

Promotion

Something based on detailed research

accreditation

Again, smallish scale, sustainable growers need a voice at the table with government.

clear guidelines for members (good, better, best type)

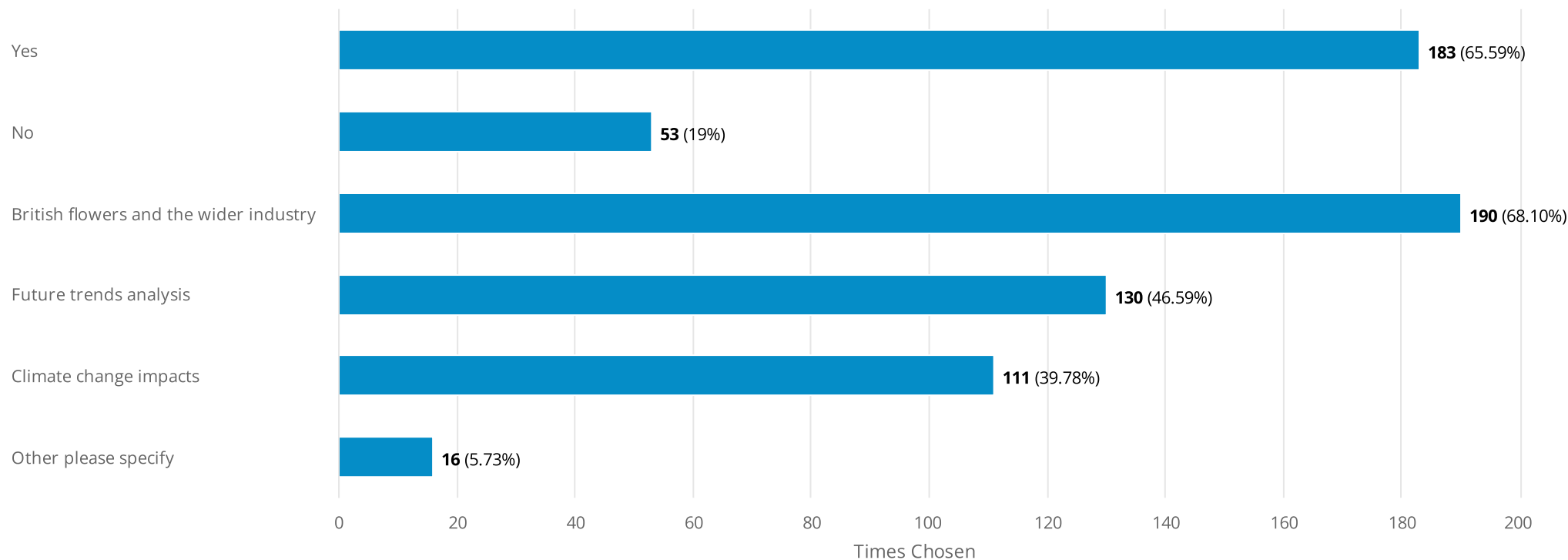
As above

Sustainability should be at the forefront of flower production

clear guidelines on best practice supported by studies/evidence

30. Do you think FFtF should invest in providing members with industry analysis (y/n), if yes what would you like to see?

Number of responses: 279



"Other please specify" text answers:

I think it would be helpful but I don't consider it a priority

Don't know- what is this?

Pricing both members and wider industry

Growing methods, soil science etc

I think FFTF should continue to invest in supporting members, to grow the British flower sector.

yes if FFTF has the ability to do this, to educate it's members to in turn educate their customers this could only be a good thing

Don't think this is a priority, most members already have enough awareness.

Pricing information

not sure

something for working with other sectors e.g. florists

Other please specify

Any data we can collate would hopefully increase our knowledge and education and give us promotional statistics to support British flowers.

Pricing

Leave climate change analysis to climate change experts.

Up to date stats on the British grown flowers- % of sales, value, carbon and air miles. Some data were are still quoting are very out of date.

Figures for how much is uk grown vs imported. Florists use and wasage/loss percentage in transit vs locally collected or delivered

31. What do you see as the biggest issues/challenges our industry is facing? please specify

Number of responses: 227

Text answers:

Climate change/public antipathy about imported flowers and plastic use in floristry/ florists unwillingness to change to a seasonal British model

Climate change (warmer temps and yearly droughts), along with no labeling of where flowers originate from.

Economic climate, economies of scale, logistics

Scaling up and making money

Rising cost of living. Climate crisis.

Finding income over the winter months. Maybe courses could be offered outside of floristry such as paper making, natural textile dying to supplement income.

Consistency of quality on a larger scale. Coherent standards. Enough quality supply for demand. Pricing - appreciation of real cost of British flowers vs current expected view based on import value of flowers.

Educating people to the advantages of British grown/seasonal flowers. Converting florists

Climate change, weather surges

Climate change.
Perception of locally grown flowers.

As small scale florist growers we are competing against other independent florists and hugely powerful national retail brands. BFA, Interflora, M&S and other retailers are already lining up their own definitions of sustainable flowers. Unless FFTF makes a strong statement on sustainability soon we will lose the credibility we have gained over the last decade. Locally grown, seasonal flowers should be front and centre, and the first choice, but there also needs to be a recognition that running a (more) sustainable floristry business also includes often difficult decisions about plastics, water, waste, energy, chemicals, pay, and profitability, and may involve attempting to make decisions based on limited research and currently no clear guidance. I'd like to see FFTF collating evidence and identifying key practices that can move businesses in the right direction rather than defining an unattainable standard of perfection.

Undercutting of flowers by supermarkets. Ignorance of public about imported flowers.
Lack of transparency re true costs of growing flowers, using gb flowers in floristry.

Climate change - increasingly severe weather 'events' needing to be planned for: drought, floods, torrential rain and strong winds.
The difficulty of competing with growers from overseas offering cut flowers cheaply.

Cheap imported unseasonal flowers

Informing the public about what is seasonal, what is real - competing with what the public conceive as a flower - straight stem, same heads and die in a few days.

I'm not sure I have enough knowledge to answer this, but I would think there are not enough large scale producers to be able to satisfy future demand and flowers throughout the year

Making money in a cost of living crisis.

People's ignorance

Costs of production

Competing with the big online sellers who give a deceptive impression of the provenance of their flowers

Producing sufficient quantities to be taken seriously

De-centralising an industry that has become wedded to the instant click and deliver - both wholesale to high street florists, and for customers - and therefore the need to improve the infrastructure and maintain the quality to supply local flowers locally

Climate change, cost of living

Availability of land / growing space. Changes in climate / more extreme weather and therefore growing conditions. Customer expectations regarding availability and longevity of flowers.

I think a lot of us are small scale growers and it's difficult to know if this is a financially viable model which will persist, I know after 3yrs I'm only just starting to break even, and a lot of others also seem to have second jobs. Also the squeeze on incomes is similar to impact on organic food etc, not everyone can afford what we offer

The biggest challenge is having greater volume and production in the uk with so little government recognition of horticulture

Educating the general public/ flower buying customers about seasonality.

Educating florists/flower buying public about longevity of vase life versus positive

environmental impact of locally grown flowers- the public/florists like the idea but when the vase life is decreased against the longevity of Dutch flowers their interest fades.

Cost of living

Climate change

Cost of living crisis

Value of UK grown flowers

Continuing to educate and encourage people to engage with and use British flowers where possible. Enabling the growing of enough volume and quality of British flowers to encourage more florists to use them

At present, climate change and seeking ways and things to grow that can cope with the changing climate, without reliance on artificial watering/ lighting/ high energy infrastructure. And thus to appeal to customers to seek out and value the flora that is available without a high environmental cost.

The other key thing is the economic crisis and divide between the few that can afford ethically produced items and the many that need to /choose to put their financial priorities elsewhere.

climate. un predictable weather. the necessity of having to grow under glass to mitigate these or to increase prices far too much.

Sustainability. Do we only grow/sell British grown flowers, from January to December?

Flowers available from Holland and around the world etc are difficult to compete with, especially during the winter months.

Helping customers understand the real value of buying British flowers, compared to imported blooms. Small scale, home grown flowers is still seen as a 'nice' thing to do, not a fundamental way to help protect our planet. We should be seen as activists for change. The financial costs for consumers is also a barrier, especially as artisan type products are viewed as luxury items at a time when society is struggling financially. We need to push buying local flowers as the clear and obvious answer in terms of both sustainability and value.

Still huge lack of awareness from florists and customers about where their flowers come from and what the impact of those flowers is on the environment.

Climate change

Getting people to recognise the impact of British flowers and buying seasonally.

Sudden increase in demand in British-grown and not letting the costs of that scale too dramatically

General publics lack of knowledge or regard for seasonality

The thought that British means basic and cheap.

people aren't aware about us, what we do and why

Financial as well as environmental sustainability, integration within British floristry, access to land for small-scale growers and closely linked to that, diversity.

The same as its always been .. not enough people understand about the benefits of buying local and seasonal flowers.

Supermarkets selling cheap imported flowers and changing the way customers view British grown flowers.
Climate change.

I think the whole sustainability issue is so complex e.g. the Kenya flower industry and support for local workers. I feel that this perhaps should go on the back burner until things like labelling of British flowers/foilage and routes to market (including co-ops) have been put in place.

To take all the growers and florists to the next level of infrastructure, hubs, meeting places, venues

Access to land. This industry can be quite elitist, in many cases it is only possible to pursue flower farming if you own land, which isn't possible for most young people, and to be honest a lot of older people too. Access to small peices (1 - 4 acres) of land in this country is very difficult.

Climate and the impact on the industry

Health of members- if we have lots facing older age / retirement then how do we encourage new growers, especially in a cost of living crisis

Competition from cheap exports

Climate change

Competition with large, multinational companies and the associated propaganda / marketing

increasing awareness within the flower buying public that

Climate uncertainty.

Keeping quality high.

Reputation risk if quality isn't high.

Personally I find pricing and matching supply with demand quite difficult but I am tiny which doesn't help.

Lack of understanding about the sustainability of the floral industry

Absolute to make a profit with rising costs. Tour to large scale market unavailable

A lack of credibility.

Lots of people just playing at it with low skills and poor quality flowers.

A slightly distant leadership that seems to shy away from the key issues (difficult to talk pricing as we can't be seen to set a price so everyone doing zoom pricing courses that may not represent their local region. Crucial to business success yet almost a secret. Lacking of transparency around earnings and reluctance to talk money can allow people to enter into the field with unfair expectations.

True cost of production is likely to be significantly higher than in many other countries if you factor in living wage labour costs. This means that it is always going to be hard to compete with developing world production. I imagine that most growers only make a profit if they are either on a very large scale or adding value through floristry.

I think the biggest challenge is to integrate carefully with traditional florists, rather than it come across as a 'them and us' situation.

1. Climate change - weather unpredictable, difficulty sticking to growing plan
2. Public awareness - This includes florists. British flowers should be promoted and florists educated in the pros of buying British.
3. We cannot compete with supermarket prices

Cheap imports. Lack of education about what real flowers look like

Supply chain and distribution

Climate change/challenging weather conditions

Top of the list must be climate change, adapting to the new weather pattern. It would be great to have somewhere to go (FFTF) to ask advice and to plan the future. Secondly the cost of living, I really should be charging more and putting my prices up but feel for my customers

we are the first thing to go. a luxury to many. with a nationwide offered bouquet service we can broadcast our message to the whole country.

Low cost of mass produced/imported flowers which doesn't reflect (I assume) the true cost of production which sets consumer expectation of a low cost product and makes it difficult for the artisan grower/florist to compete

Pricing, people still want flowers at a cheap price regards where they come from and what chemicals they are grown in. We need to keep educating people.

Explaining seasonal flowers

The weather patterns!

People's perception of British flowers being of lower quality.

There is a rise in local growers but who is regulating and creating standards for the industry?

I promote that I am a FFTF member, I do this in part because I want my customers to trust that I am not just a random woman calling myself a flower farmer/florist and that I am part of a recognised organisation BUT if FFTF is not an organisation of standard setting within our industry can I use the organisation in this way?

Pricing our worth vs import prices from customer viewpoint.

Getting flowers from many small growers to hubs or whatever will work to allow purchasers to buy larger quantities easily.

Climate variances and extremes year to year causing crop failures.

When you say our industry and I am going to assume you mean the British 'artisan' cut flower industry. I think there are two things currently-

- the lack of, or unclear remit (as I mentioned above) which leads to mixed messaging and dissatisfaction within the membership as everyone is here for different things and believes the organisation should be delivering different things
- if it is an industry - in that it is about profitable businesses then I think there is a lot of work to be taken seriously by other sectors given the variety within the membership. Quality standards/descriptions will go a long way to address this.

There aren't enough British flower growers growing on a large enough scale to supply multiple florists. There are lots of flower growers in my area but most of them grow enough flowers for their own retail needs. Only 1 or 2 have enough capacity to regularly and reliably supply more than a couple of florists. Many florists don't have time to drive from grower to grower collecting flowers so a dedicated hub/ market would be a great idea. The major wholesalers of British flowers are good but as they source flowers from the big wholesale growers, the number of varieties of flowers available is fairly limited.

Competition from supermarkets selling flowers as loss leaders.
The public's perception that British flowers don't last as long.
The change in climate/weather conditions affecting the harvest.

Access to market and accreditation.

Being competitive but still being able to make a living/profit. I'm not convinced that many growers/florists know their business figures and are actually making a profit and paying themselves. Potentially and naively undercutting other businesses.

Letting people know about British flowers. Making British flowers easily available to buy. Supermarkets and other easily accessible outlets selling underpriced imported flowers.

Climate Change, Economics of Production, Routes to market

Seasonality
Educating end users
Acquiring land to scale up
Economic climate

Too many growers who are hobby gardeners
Do not want to be seen as whingeing about competition from abroad, I feel that FftF have a product that stands out and up for itself, let's celebrate our

strengths and our amazing product without slapping the competition

- * Large scale quantities being provided by small-scale growers and farms
- * Availability throughout the year and the growing season
- * Knowledge and confidence in the British cut flower production

Scaling up, to become a bigger influencer a proportion of flower growers have to find a way of scaling up production and maintaining the seasonal variation of varieties we grow. We have to converge with the present large scale growers who have a wealth of knowledge and experience but usually in single variety cropping. Then we have clout in the market place.

The public-facing image of FFtF relies heavily on the lifestyle element and florist-growers operating on outdoor plots. Realistically, locally produced flowers are needed at a wholesale-scale and they must be economical to grow for professional growers outdoors and under glass. Packaging and fuel (transport) costs have risen steeply in recent years and growers are no longer able to sterilise their soil using gas and steam-sterilising is very costly. Many British growers who did operate on a smaller, family-run scale could not compete with the large-scale, intensive production techniques used by the Dutch and the surviving British firms and have switched to and invested in other crops. Making the transition back is difficult without the certainty that there will be support from within the industry: florists and wholesalers, despite the fact that to produce in a way that can fill the demand, they will initially need to rely on some practices that might not fit many members' ideas of what 'sustainable' looks like. An example is what we're doing now: we are prepared to try to scale-up our flowers in 2024, but we have inorganic fertiliser left over from previous crops and we are not going to waste it - especially as our suppliers don't yet have the experience to recommend alternatives. We use plastics, but these are stored with care and have lasted over 20 years.

Whilst I think it is incredibly important to champion the British flowers industry I am wary of how complex the sustainability of the cut flower industry is when it comes to making comparisons with importing flowers. I think it's a naive and dangerous move for flower growers to go to war with florists who do use imported flowers. We need to find a happy medium and way of working together. As far as I've seen, they aren't bad people, we're all just trying to make a living.

I work as an agronomist for a large scale veg growing business so am very familiar with similar issues in commercial agriculture and it's just not black and white. It's easy to glorify the small idyllic enterprises and say the big enterprises are evil, it's not necessarily true. Bigger isn't always better, but it's also not always worse and if we really all care about sustainability and looking after the planet then it is pushing the larger enterprises to be better and do more where the most significant opportunities for improvements lie because as much as we may dislike them, they aren't going anywhere.

Supply chains for British flowers. We are increasing the demand for British flowers, but supply will become even more of an issue than it is now as demand increases.

Market power of the greenwash/ big businesses
Changing climate and weather conditions

Affordability and producing flowers the markets want

In the SE its keeping up with the demand from florists. But there is also an increasing number of florists putting in tiny orders to 'tick box' British Grown. Nurturing our relationships with florists, making sure they don't feel undermined by the fact that a lot of flower farmers are also florists as well as growers. They are hugely bothered by it esp when some flower farmers do not charge properly for their work. I hate to say this but 'hobbyist' and 'second income, don't really need to work' flower farmers who aren't running their farms as a profitable business are waaay to common. Selling flowers at silly prices, undercutting other members. Again it cheapens the product, makes us look unprofessional and doesn't help the wider industry. I think British Flowers are also too cheap, smaller scale growers (an acre or so) find it difficult to make a profit just growing alone. (Without the add on of floristry) Another issue is making sure that florists who want to incorporate British grown into their wedding work, manage Bride's expectations better. Climate change and the unpredictability of the weather isn't helping either in terms of being able to commit to Florists with any consistency.

Scalability without the UK gov recognising Flower Farming as a profession. Grants / funds for sustainable changes.

Convincing the majority

Lack of investment to scale up
More collaboration required

Being seen as a viable alternative to imports due to small scale of growers

Lack of horticultural skills and the availability and cost of land to grow on.

The British Flowers movement has grown over the last few years, but the main difficulties are awareness - who we are, why we are growing and using British Flowers and the impact that the floral industry is having on the environment and the climate. Before joining FFTF as a new Flower Grower i was woefully unaware of the fact that FFTF or British Flowers were even a thing, and was equally unaware of the floral trade, where and how things are grown abroad, and how floral foam is made and what it contains.

Unprofessional / hobby growers who undercut those growers making a living from their business - either deliberately or because they don't know the value of their product.

Hobby growers selling a substandard product due to lack of experience.

Florists not supports British cut flowers or worse, purporting to support British flowers but buying one bucket for the bridal bouquet and the rest from an importer.

Florists who don't value British grown or who value the convenience of imports over sustainability (given the established distribution methods). For our business it's delivery and hobby growers.

Misunderstanding the business, costs, possibly getting slightly overcrowded market.

Lack of interest/buy in from the retail market, and economic hardship. My local market largely aren't that interested in where their flowers come from, they don't see it or climate change action as a priority. Lack of knowledge about the problems of floral foam, lack of interest in seasonality in flowers and food and the real price of flowers . And people have much less disposable income for the nice-to-haves.

Low cost imports of faux flowers.

Media promoting cost shopping among brides.

Ignorance of flowers among public

Climate change and cost of living

For me the education of other members in the floral industry who are not willing to consider sustainable practices.

Supply. I am 100% British flowers, mainly a wedding florist but do offer four seasons gift packages too. I have a huge network of growers and I go on about sustainability in our industry BUT there are not many large scale growers in the EM. Therefore, if I have a large wedding to flower it can sometimes take me two days to collect flowers (sometimes travelling to four different growers). This is stressful, time consuming and is not sustainable. The trendier British flowers become supply needs to be considered.

Greenwashing and climate change (water usage). Lack of standards in pay and pricing.

Competition from imports, changing weather due to climate change

Moving from niche to market standard. Supplying not just middle aged age woman with a deep back pocket but the garage forcourt and being paid properly!

Supply of flowers over Winter. The use of pesticides & herbicides. Educating the public & getting florists to take the leap. Making British flowers more mainstream. Routes to market. Limited grants available.

Lack of knowledge by the general public of the damage caused by the global flower trade and how we are different. Getting our product into peoples homes.

Quantity and growing enough to sustain British florist's, changing people's perception of British flowers,

Routes to market. Competition from well established import markets. Quality / product assurance at market - and associated regulations of going down this route from administration and annual inspection

maintaining consumer interest/preparedness to spend

Cost of living crisis, climate change, competition from other businesses, perceptions of British flowers and floristry, lack of diversity of people within the industry

A lot of small scale growers really struggling to make a decent living. We want to encourage the use of British flowers but without some big players this just isn't possible.

I sell wholesale to florists, so biggest issue for me is the cheap imports of cut flowers. Also seasonality of flowers - public need to be educated what is in season when. We complain about people requesting red roses in February - what a challenge to change this!!

Climate change, economic climate

Imports and the ease they seem to be able to enter the country, price, distribution, lack of wholesale outlets for British flowers, customers perception that British flowers don't last(which is wrong) promoting seasonal (winter can inspire amazing weddings and if you want flowers get married in summer) supermarkets using flowers as loss leaders, government not seeing cut flower growing and farming in general as one substantial way to reduce our carbon foot print country wide. Why give a grant to plant trees when you could give a grant to plant flowers!!

I think we need to encourage smaller hubs where florists can buy locally grown flowers - this is a different mindset for many florists and it will be hard to get them to use them initially. But the biggest challenge is providing flowers year round in a sustainable way.

route to market/distribution

The perception/ expectation that flowers can and should be available all year round. That 'home grown'/ small scale should be cheaper. That certified florist training is STILL taught using foam and imports.

Educating the public on where their flowers come from and justifying the cost of British flowers relative to cheap supermarket flowers. Picking up a bunch of lilies for £3 all year round has almost become expected and part of their shopping basket - they don't understand the value of flowers

Small growers are by their nature relatively uneconomical, and people generally don't want to pay the higher cost for their flowers once costs are factored in. This is fair enough, the challenge is to find way to be more economical eg combine flowers into one wholesale outlet. We need to find ways to make it really easy and good value to buy from us rather than import.

Cost of living crises impacting sales and competing with cheap supermarket alternatives - sustainability issues

Climate Change. Everything else (Cost of living crisis, etc is happening as a result of the collapse of globalisation.) Climate change is of course not only threatening our industry but humanity's survival, full stop. This box is too small for a full delve into the subject but below my mantra:

Localise! Invest in local, human, face to face connections and transactions.

De-growth, 'Small is Beautiful' (EF Schumacher) is the perfect manual for this

It feels incongruent to emphasise how 'sustainable' FftF is, while pursuing ever larger membership numbers and influence at government level. To me this seems driven by a capitalist mindset, anticipating ever larger markets and customer bases for our flowers.

Changing climate, looming Apocalypse

Climate change/sustainability

Educating the public and encouraging use of predominantly British flowers where possible.

Weather related and seasonal breaks in the supply chain. Apathy/lack of interest/ unwillingness to change from "traditional", mainstream florists. I know and very occasionally supply the biggest wedding florist in the area. They continually post pictures of big, flashy weddings using shed loads of imported flowers on their social media yet when I supplied them with a large amount of my flowers, as the bride had insisted on locally grown, there was not a mention! The same florists, when questioned about the use of floral foam said they would continue to use it until they were told not to!

Costs of flower production

Public perception that locally grown flowers are cheap (and don't last as well as imported flowers)

Cost of living- people being able to afford flowers. Weather impact

Climate change.

Too many one-(wo)man bands growing on unprofitably small areas without the profit margins to scale up

Consumer education about the environmental impact of the floral industry

Consumer education about seasonality

supply, availability, seasonality

Changing weather which is becoming more extreme every year making growing much more tricky.

Competition from cheap imports

Rising costs of production - electric and water etc. Which will push stem prices up in a challenging economic environment for customers.

I'm also not sure what is meant by 'our industry' here.

Replacing the reliance of consumers on cheap supermarket flowers.

Climate change.

Climate change

Climate change

Cost of living crisis impacting on disposable income

Global competition (we need a joined up road map on how to beat the Dutch and a vision of what this might look like for growers of different sizes)

Supplying larger quantities of flowers for wholesale.

Finding where FFTF members fit within the supply chain of British grown flowers

Working with commercial producers and building bridges with commercial growers

We offer a more personal service and the ability to work closely with florists - creating a difference

Hubs are a possibility but slightly cautious about how this works

Having a clear sustainability message

How to communicate a sustainability message without preaching or being judgmental of others- has to be communicated in a positive manner not critical of how others are doing things

Climate change, access to affordable land.

Many small growers unable to make it easy for florists to order.

People knowing it exists

Climate Change

For many of the members it's like a cottage industry and especially when you start out there's not clear published methods, templates of what you need to do to get up and running as a flower business/farmer.

Because foreign imports are still our biggest battle to make any money you have to be at the top of your game, ie setup up right in the first instance.

How to get your products to market?

What I'm suggesting probably is different courses made available for members which covers aspects of making a sustainable business & how you get there.

Coordination of numerous small growers and florists to give them clout they don't get as individual businesses

water use, false marketing from unscrupulous businesses, lack of business knowledge within our own community. Lack of scale for a great deal of local production.

Lack of cohesive route to market for British flowers

Many new growers don't seem to have even basic horticultural knowledge as often seen on the fb page (including little clue on pricing) which does not help promote a professional image to consumers

The seasonal gap, making British flowers seem less reliable and attractive as an option for established florists

Lack of quality British grown foliage to span the Nov-Mar gap (but I'm doing my RHS Masters dissertation on that!)

Floristry courses not taking sustainability seriously

Climate change

Government policy changes

Financial impact of passion, philosophy over business survival.

Cost of living crisis. Increase in Nat Min Wage.

Changes in our climate making the weather more unpredictable so making it harder for us to be able to grow flowers all year round in this country.

Educating our customers that they don't need a cheap supermarket bunch or a dozen red roses flown half way around the world!

Lack of investment. Cost of land.

Climate change. Greenwashing.

Refusal to embrace seasonality of flowers. People want everything all year round, and refuse to understand seasonality. This needs heavy promotion, imo.

Foreign imported flowers and lack of interest in British flowers, from supermarkets right down to local buyers.
I feel there should be more media publicity on the fact you can buy UK seasonal flowers easily and the quality is usually better!!

growing and using British flowers as a viable business....hard to see that many are truly making a living/ paying themselves a wage.

cost of living squeeze, growers getting older and impact of growing / floristry on physical health, climate change

I think the biggest issue is the leap from small-scale UK growers to vast commercial growers. If everyone can tick over on a small scale with their local customers, that's great but I also believe that to take on the World's importers of flowers into the UK, we need a lot more flower producers or large scale commercial growers, which I think ultimately would wipe out the small scale growers. I think there should definitely be focus on creating a logistical/distribution infrastructure that can also compete with the importers so that we can provide locally grown, natural flowers of quality, in quantity and at speed. It's clear florists/consumers are slowly becoming aware of the benefits of sustainable production but it needs to be convenient for everyone and competitive with the imported market. Supermarkets also need to be called out and put in the public eye with regards to their wish washy seasonal /British signage.

Having regional markets for growers to take flowers to that florists could access. Like a central hub for regions or areas.

Getting customers used to buying local.

Exhaustion & lack of income generated

Cheap imported flowers

Supplying florists competitively, easy ordering, local hubs, changing attitudes

Cheaper imports, the lack of a strong collective industry body (which FFTF is in prime position to do) to promote British cut flowers, the stereotype that all British growers are middle aged women that fuff with flowers! The lack of knowledge of some growers (particularly newer ones) about quality control

and vase life and pricing - it all undermines and damages the work that others are doing and damages the overall reputation of locally grown flowers (local shouldn't mean low quality, for any other products it usually equates to artisan/more special).

Climate change! public perception of flower farms, so many do not realise they exist and our flowers are better than imports. Also new growers starting that do not have any knowledge about quality or pricing.

Consumer knowledge of the significant differences between seasonally grown, locally sourced flowers and everything else

Cheap imports.
Reduction of incomes so less money for non essentials

lack of awareness in general public of sustainable flower production,
Generally consumers buying and sourcing flowers based on price point, supermarket
Visibility of sustainably produced products in general market
Lack of traceability, country or origin data n general market
Difficulty creating sustainability accreditation criterea

climate change and environmental catastrophe, green washing, ridiculous fashions, (eg. bleached and died flowers) , austerity and lean times,

Climate change. Getting the public to understand the difference between British flowers vs supermarket offerings and be willing to pay for the difference

The public knowledge gap over where flowers are grown, how they are treated, how they are transported and how cheap they are in supermarkets

Flowers being seen as a non essential product and growers investing for the wholesale platform that just isn't stable enough

Supermarkets offering cheaper alternatives and lack of consumer knowledge about where flowers come from.

Climate i.e. limited seasons for production. Pricing competition with mass imported flowers

Public needs to be behind British flowers and sustainability. Still so much mindless plastic and imports about. Imported out of British season I understand but not when we have plenty to offer

General Growing conditions & those that undercut prices especially CIC's who offer unsustainable free delivery & lower priced flowers as a not for profit company!

Climate changes, for our products to be seen with quality standards not all growers provide the same quality of productions and that in turn affects everyone else.

Convincing people about British Flowers. Looking at sustainability and impact on our industry and climate.

Supply and demand
Sustainability - linked to climate impact

Lack of govt support (no horticulture strategy, plus need for cross-departmental working, plus lack of focus for Mark Spencer on hort), lack of preparation for climate change!

Lack of commercial growers and professionalism amongst growers. Too many hobbyists with opinions which are actually upsetting florists. I would like to see ftf require members to agree to a certain code of conduct.

Cost of living crisis effecting how much disposable income our customers have.

Cost of living crises may continue to have an impact on the finances of all British growers

Cant compete with Europe/Africa seasonally

Climate change. Lack of certification of British flowers enables green washing from non growers and false claims. Quality standards are crucial. Most of population is unaware of issues regarding global floral industry.

Provenance, clarity on how product is grown and how it gets to the customer.
The full story needs to be told.

The climate, whether people just want cheap produce instead of caring.

Lack of support from general public. majority of people come to small growers because they expect to pay little money compared to high street florist.
There is little education to general public

Lack of professional training and education
Distribution and breaking into existing routes to market
Climate unpredictability
Consistency of growing/cutting/presentation standards, esp for wholesale supply

Climate change

Getting small growers to succeed financially and produce enough stems to make it worthwhile.
Small growers cant very much meet demand or their produce just isn't enough for a wedding / whole event so customers / florists need to buy from several sources... Getting to be a medium size grower can achieve these numbers but it takes investment and the opportunity to do so which is hard to find... The conversations of hubs and groups makes sense but involves so much admin I imagine it makes it financially unsustainable... Therefore after

learning the ropes on a beginners scale I imagine there could be more emphasis on teaming up with other small growers to achieve financial success on shared / joint / bigger sites that can meet such demands...

Supply and quality at present. I'm only small scale at the moment so am lucky enough to provide all my own flowers plus a few local florists on occasion but I know that obviously people have to buy in so need more growers

Quality, availability

Price inflation; cut flowers are a luxury item that can easily dropped from a budget. They are not necessary for life.

Climate change challenges, extreme wet weather.

First I would say quality across growers & pricing. I've had conversations with florists who have had low grade flowers for top grade prices and inconsistency in quality that they can't rely on.. & the second which is prevalent.. ostracizing florists who rely on imports during the lean months or just can't get the supply they need in bulk or type to carry out their work. We need to work together with florists who are used to working with imports and gently encourage them to use more British in a delicate manner... One grower near me has lost florist customers due to being very outspoken against imports in what I hear was a very rude manner, which in turn for a while, led to the florist using more imports. Promoting British flowers is something I feel strongly about but also that it needs to be handled in a way that brings florists in & not push them out.

The economy!

Flowers are not top of the list when finances are tight.

Cost of living

economic downturn

The challenge is growing a market for our flowers/foilage that is prepared to pay for it's value. Most of the public are unaware or don't care about where their flowers come from. or how they're grown. And as many are struggling with paying for basics, flowers are seen as a luxury. The market for flowers varies vastly in different regions.

Ability to access land and funding to those who wish to scale up/ create larger supply networks

Educating people

Lack of enough quality growers growing enough flowers and foliage

Imports and sustainability

Being able to charge a realistic price for the flowers. My other half reckons o should be charging £25 a stem for the effort that goes into growing. Although he said it as a joke he's not far wrong

Distribution that is cost effective & sustainable

Having enough product of the right type to meet demand

Replacing imports without trying to replicate what's currently imported

Getting a sustainable price

Low diversity of workforce

Being able to grow enough or supply enough to one place

Difficult growing seasons. Trust in British flowers. People seeing the value of British flowers as less

Perception of the product
Scale and meeting the demand

pricing against cheap imports
flowers becoming even more of a luxury item

Economic climate
Severe weather conditions
The interest in British flowers is growing and investment in large scale flower farming is needed.
The infrastructure for getting British flowers to local suppliers is poor

Impact of climate change on our growing conditions and the populous not seeing it.
Labour doesn't equate to wholesale stem price.
Communicating to the wider population what we do and how important it is.

Being realistic the british flower industry cannot provide 100% of the flowers needed to serve the general public, it is a matter of keeping the customer happy and some in FFtF need to accept that there is a balance to be had which should include the customers view. Yes I will do a wedding in winter using imported roses et. or lose the job. Don't get me wrong, I love giving a bouquet to someone in our natural growing seasons that I have grown myself, mainly as it is mostly profit once my perennials were established.

Financial

Making British flowers the norm and not just an artisan, middle class product. Green washing and counter arguments to sustainable growing and floristry. No targets for net zero in the floristry or horticulture industry. Snobbery that sustainably grown flowers and sustainable floristry is for the middle classes and there by out pricing effluent working class/working class people.

Scale of growers and routes to market

The poor grower to market infrastructure. It is not easy to buy British Flowers. The Dutch have it established. Uk does not.

Climate change and more variable weather conditions

Making the British public more aware of British grown flowers

Awareness

Mindset of florists and land availability for growers.
The expectation that British flowers are cheaper and poorer quality than imports

Climate change.

Weather patterns changing.
Continued difficulty of competing with cheaper imports.

How do we grow a larger share of the British flower market?
How do we make people aware of the carbon footprint that imported flowers attract?

Change in climate. Outdated views on British flowers as viable. Pricing of flowers grown abroad - Brit grown can't compete.

Volume/quality of supply in line with much increased customer demand and getting product to market.

A lot of people just want cheap and cheerful flowers. They want to be able to grab from the supermarket without fuss. Some have no idea on how far those flowers have travelled and the chemicals that have been used.

Competition from overseas markets - they are likely to try and find ways of growing and selling flowers like ours at a lower price point.
Lack of understanding of seasonality in flowers

That the Dutch suppliers will fill the 'sustainable' gap themselves before we get ourselves organised, and theirs will be a lesser version of what we can offer. This will be bad for our business, but more importantly prevent us from taking a leading role in climate change mitigation.

Climate change and people not thinking they should buy flowers in the future for environmental reasons.

Competing against Imported flowers
Assistance to scale up production
Clear routes to market

How to understand the impact of a changing climate on our crops and how we as flower farmers should respond

I think British Flowers have sadly got a reputation as being for the "elite". I think routes to market and the big delivery of getting the flowers from farm to market (a big time constraint) is a big issue.

As small scale growers we need to be joining forces to get flowers to market and make them accessible to the trade, for this we need good standards of growing and produce a quality product.

greenwashing by corporate companies and largescale growers
increasing prices during cost of living crisis
lack of coherent messaging and strategy
lack of accessible information
gatekeeping
lack of growers seemingly actually making a living from flower growing

32. What do you see as the biggest opportunities for our industry? please specify

Number of responses: 211

Text answers:

The growing awareness of environmental issues caused by bad farming/imported food and plants/flowers

Foreign prices increasing more than for British flowers

The beauty of our flowers, people wanting to buy locally, public becoming more aware of all the costs in global flower production

The growing demand for low impact products

The desperate need and appetite for sustainable, local.

Already having a place in the market when climate change focus becomes mandatory for the industry.

Market supply and education of the public.

The benefits for the climate/environment of British flowers

Consumer awareness of climate change and the willingness to change behaviours (ie pay slightly more for British blooms of comparable quality)

Growing awareness of the environmental impact of imported flowers.
Greater media interest in British flower growing.

There is momentum behind the seasonal/local flower movement and helping customers understand provenance and seasonality in flowers is a key opportunity

Sustainable market- offer local seasonal blooms for all occasions. Embrace the seasons and their limitations...

The increasing awareness of and hopefully demand for locally grown seasonal flowers.

Increasing interest in UK grown flowers

Locally grown (Britain at least) - sustainable flowers/ foliage. So much more interest in keeping it local , decrease carbon foot print and fresh

Increased awareness and demand for locally produced seasonal flowers

Marketing. A lot of people still don't know we are out there.

English flower in every supermarkets, florist shop and markets in the uk.

Growing interest in sustainability

Restoring the cut flower production in this country to what it once was.

An increasing demand for solutions to the climate crisis, and a movement towards 'slow flowers', local sourcing and the quality and varieties available

Enjoying flowers slowly, seasonally and harmoniously with the natural world - a drive for a slow flowers movement that echoes the slow food movement. Changing the perception of cut flowers from a soulless, scentless homogenised product (that may last several weeks because of how they've been modified) back to their original fragrant, vivacious, original forms, and therefor supporting other biodiversity as a result.

I think it would need a lot more education and media information for the mass market (and myself) to understand the full implications of imported flowers etc but the biggest opportunity has to be the scale to which it is possible for British grown flowers to increase market share

Biggest opportunity is educating about the practicalities of producing seasonal and sustainable flowers

To grow the British Flower Market to a capacity that there is choice of both available to the public, in every flower selling retail unit, to increase availability so the public can chose where their flowers have come from.

Climate change

Continuing to grow the amount of British Flowers available to the public and florists to use. Promoting those varieties that are difficult to transport and thus British growers can have the advantage of producing.

The fact that a large number of small scale growers serving a very local community is possible and positive, especially given the trend for engagement with the 'stories' of locally producers and makers in many sectors. And that Flowers from the farm members often involve their customers in experience-based opportunities to learn about the origin and creation of their flowers.

the promotion of location.

Good marketing, good education, more nationwide members.

The green angle is a clear opportunity, it's why we're all doing this, its appeal is huge.

Changing tides with sustainability agendas. Current trends for wild, garden gathered looking arrangements fits well with idea of British grown and small farm production. It's a romantic idea to the customer I think.

Keeping it local surely

That florists are realising the benefits of buying British flowers. .

Complete reform in how we buy and market flowers in the UK

Opportunity to educate the public on seasonality of British flowers

Sustainability, low impact products

Following the changed path of food consumption in this country already: developing and meeting the need for locally-grown, sustainable flowers. My business has grown from an original side project principally because of the demand for British-grown flowers - educating the general public, the floristry industry, policy makers and new growers all contribute to the potential to increase and then meet that demand.

Working with established, trusted and valued brands, individuals and organisations to promote the British Flower Industry and FFTF and its members.

Working with commercial growers in the UK to promote British flowers - they have the volume we have the variety. A joint approach would provide a louder voice.

To keep growing, teaching and promoting British flowers, and educating the public where they can buy flowers

People are becoming more aware of the carbon footprint of products that they buy, and the buy british/buy local food movement seems to be moving towards flowers

Growing sustainably and pivoting due to climate
Being a professional organisation, working within standards, and the value which comes with that
Growth rate of flower growers -its becoming a career choice for the future

People wanting to buy local products
Supporting British grown products

More awareness within the general public of climate change and sustainability. The next generation, who are more clued-up...

There's an opportunity to promote the buying of British grown flowers through a social media campaign. Also there's an opportunity to educate the flower growing public as to where the flowers they buy come from. The majority of people I speak to have little idea about the carbon footprint of the flowers they buy from florists or supermarkets...and many don't care.

The growth opportunity is huge but growers may need to work together more to meet demand.

As understanding about sustainability improves and customers begin to demand higher standards, there's an enormous market for us to fill. But as smaller growers, we need to figure out how to serve a gigantic industry

Going market for green business

Increased market share. Local sustainable product. One of the few UK agricultural sectors that makes money.

Promotion of locally grown, sustainable, climate friendlier flowers.

The opportunity to encourage more customers to think about buying British grown flowers over and above imports is huge. I am still surprised by how many people have never heard about British grown flowers or FFtF for that matter.

People are keen to support small/local businesses, they just often don't know we're there.

Getting flowers in hands of florists

now is the time to get the word out there for British flowers, there never has been so much awareness about our planet and it is an ideal time to educate people. So many are unaware of how they could help by just changing one thing and buying British flowers.

the strength we have in numbers. the trend for local will eventually win more and more customers.

Transparency, as a means of shifting consumer perception. Incl, regulation of materials (ban single use/toxic/micro plastics etc - easier than persuading people it's a bad thing), carbon pricing for flowers that are imported/travel long distances/ packaged in cellophane, consuming a lot of electricity to grow, etc, promoting value perception of British flowers as an affordable treat (alongside a bottle of wine, eating beef, watching Netflix ...?)

Keep promoting what we do and stand for.

A strong united front

The message about supporting small local businesses and customers awareness of provenance is definitely a help

Encouraging more florists to use British flowers and more customers to seek them out

To recapture a section of the British flower industry for growers and to shift floristry to a far more greener and more sustainable enterprise.

Recent surge in interest in shopping locally, be it very local or UK vs worldwide.

Again, I am taking our industry to mean the British 'artisan' cut flower industry.

The opportunity for all the members to actually earn a good living should be pretty high up there! This will only happen through a lot of other things, including marketing, quality standards, investment and all of those things to ensure we can be taken seriously and relied upon by other industries. Perhaps these are seen as smaller opportunities in their own right along the way.

The public are undoubtedly becoming more interested in the provenance of their flowers so there's an opportunity to educate. Supermarkets have made people think that flowers are cheap but it's a bit like comparing a mass produced cake with one made in an artisan bakery. It's a different product.

To continue the work to educate the public what is seasonal and where imported flowers come from.

All government policies: Reducing carbon footprint, climate change, encouraging wildlife & biodiversity, flood prevention, soil health, local economic growth.

Opportunities to collaborate with other growers/florists, increase awareness of the range and availability of British grown flowers compared to imported.

Increasing awareness of climate change and environmental challenges. Increasing numbers of flower farmers growing and florists wanting to buy from them. Changes in styles of floristry towards more seasonal, natural styles.

Collaboration, Changing consumer habits, influencing british industry

Education for growers, florists and workshop for individuals

First class flowers grown in the UK. Can we get more florists on board to buy our products. Educate the public. Educate the press. The garden design world has just twigged that natural and wild gardens are the thing, despite the lack lustre attempts at Chelsea '23 ! Lets' piggy back onto that train of thought

- * Getting into wholesalers and markets
- * Becoming a household name that people buy into

Scaling up, sustainability, localisation - the opportunities are endless. If we can offer training and some type of in house accreditation to bring a level playing field to the product we produce we have a stronger platform from which to promote our product.

The increased interest in flowers, sustainability and buying seasonal and local means this could be the ideal time to approach other producers in the wider world of horticulture, to help them understand the demand for growing systems that are affordable and realistic for everyone, from florist-growers, right up to large-scale growers. We need more research and development into peat-free alternatives; fertilisers produced from more sustainable sources; better packaging; shorter journeys to market; opportunities for regional sales hubs and branding and better join-ups with community regeneration initiatives to regenerate high streets and support farming and visitor attractions and event venues.

Growing trend for British and seasonal flowers. I think, particularly with wedding flowers, there's a huge move towards wanting British flowers but still a gap in knowledge of customers as to what is seasonal, which provides us with an opportunity.

Moving forward with sustainable floristry

To continue to offer promote and supply an ecologically and ethical alternative that's clear and transparent.

To keep shifting opinions on what can be grown here

People love to buy local and views on sustainability are changing. Growing without chemicals and pesticides really resonates with the buying public.

The Netherlands are the primal example of what happens when Govs invest in agriculture, and more specifically our industry.

To convince the majority

Working together to be a more efficient and cohesive supply chain

Shift in customer purchasing as they start to appreciate the carbon footprint of imported flowers

Growing awareness about sustainability in general and flowers in particular.

The UK is very ingrained in what we currently see as tradition, we need well known celebrities and influencers to speak up for the British Flower industry.

To build on the sustainability, buy local, eco flowers agenda. If 80% plus cut flowers sold in the UK currently are imported then there is a whole untapped / uneducated market out there.

To professionalise the industry and move away from the 'just grown in our garden and are therefore cheap' mentality.

To professionalise what is perceived as a group of hobby growers consisting of retired folk or farmers wives. Our environmental credentials.

To promote British flowers

Education and promotion, increasing awareness

Developing awareness of the benefits of British grown flowers

The use of British grown flowers appears to be on the up and even in my short time growing there seems to be a real interest in British grown flowers

British flowers are definitely becoming more popular. It would be great to see British grown flowers in wholesaler, but with standard/grading of the quality we are producing to give buyers confidence in the products they could purchase.

Linking placement opportunities with college/university/RHS student in horticulture. Growers would need to meet criteria to be an affiliated placement.

The need to buy locally, and to buy a sustainable product

To exploit the green platform. Make this industry green and the norm.

Sustainability & zero air miles give us a massive advantage. Our flowers are more natural to look at, scented & last as long as imported. A cheap business to set up especially for farms wanting to diversify. Great opportunities for those who want to scale up, open flower areas to the public, teach. It's a growth industry and the right time to be a grower.

Wholesale. Would be great if we could sell through local hubs

Sustainability, variety,

Product with a gentler footprint. Improving education of growers to make a more specific assured bank of knowledge on growing particular crops.

promoting climate-friendly flower production

sustainability - the chance to be creative in our response to working more sustainably, diversification of taste - more than one way to arrange flowers, flowers are fashionable!

The move to want more sustainable produce by the wider public

More and more people are waking up to the fact that British grown flowers are so fresh, healthy and gloriously scented compared with most imported flowers. Similarly the sustainability both of flower growing practices, no-dig soil health and floristry are becoming discussed more and more in the press/media. It is a very exciting time to be a flower farmer in UK.

Being a leader of in the industry for sustainability

Seasonality and converting the consumer back to working with the British seasons, the variety of flowers which can grow in the UK, the season extension by using the same flower grown up the country eg peony,

Getting British flowers as the 'go to' choice for all florists and public and getting the supermarkets to get on board.

increase market share

There are some 'big' names promoting foam free and seasonality. There are also a huge number of smaller businesses producing stunning work that is sustainable & seasonal and promoting this could be a useful avenue for FFtF focus on marketing.

As above.

Increasing the % sale of british compared to imported flowers

Low carbon and sustainable way forward

The chance to show customers how beautiful seasonal, ecologically grown flowers are. A gentle persuasion to re-connect with seasonality and the natural rhythms we are so estranged from in our modern world.

Shift to buying local, climate change might mean we can grow other things - although the extremes are making growing harder.

Engaging with the media and social media

Increasing awareness of locally grown flowers

Uk flowers sustainable

Wholesale flower hubs

sustainability, small size = manoeuvrability, good news story, fantastic flowers, enthusiasm of growers/florists involved... huge potential

I think there are opportunities for collaboration and supporting each other.

Provenance

To re-establish British cut flowers in consumer's minds - as awareness grows the industry will explode. I would hope that over 75% of Flowers from the Farm's remit is in communication to the public but I might have got the wrong end of the stick on this. I think the challenge is that for those growers / florists who are generating 'enough' from a small scale operation, communication to the public might not be so important as, say, how to price stems.

For the bigger growers like me, an industry body should be lobbying, communicating, supporting in legal matters, providing advice on regulations etc. But this is the whole challenge. The membership is so varied it's going to be difficult to cover everyone's wishes.

Engaging and educating with a wider audience about British grown flowers.

Climate change!

Local wholesale 'hubs or cooperatives'. If one county could have a model of this that works and could be duplicated ...

Reducing the amount of imported flowers being used by improving the supply flowers to florists

Transport and logistics is the solution but trying to get this to work costs money.

Informing the public about the flower miles

Joining and working with British flower growers-members or not

Attracting more big name florists to work with growers

Having a modern exciting image for FFTF flowers and how our flowers can be used

Greater access to the supply chain.

The sustainability question, local vs imported awareness, lower production costs, creating our own style and demand rather than trying to replicate the traditional model.

Public awareness that there is a choice and what a more sustainable choice actually means

I here time and time again British flowers are so much nicer than foreign imports, Generally they contain scent where foreign flowers don't and just look so much fresher and last just as long without using all the preservatives to keep them alive.

Increased costs of imported produce. More awareness and respect for locally grown flowers and foliage

increasing the local markets for locally grown flowers - reducing the impact on the environment of imported flowers.

Current trends in seasonality, local provenance and sustainability make our product attractive to consumers.

British flower & foliage growers need government investment to strengthen the industry.

Locally grown products should be treated seriously as part of a sustainable economy which can provide solutions to biodiversity loss and climate issues

Climate change

Building a stronger connection to the land and provenance of our produce

Buy local, buy British.

Increasing cost of importing flowers. There is increasing awareness about the real cost of cheap food, cheap clothes. Fftf is in a great position to educate the public on the real cost of cheap flowers.

Hopefully being able to educate some of the general public about seasonal homegrown/ local flowers and all the sustainability benefits that go with it.

Our product, when grown well, is in demand and unique. We are determined and work hard, so us as individuals are our USPs alongside our product. The sustainable nature of our flowers is a huge plus in these times of climate emergency. I am sure we are, as a group, a force for good, if that force is harnessed fairly, kindly and inclusively.

More media content to raise the British flowers growing profile.

supplying a wider market i.e locally grown into larger wholesalers

low carbon living/ offsetting,

Our biggest opportunities I believe are to inform and educate those unaware of the damage caused to the environment by buying imported blooms - using florists that use floral foam etc. I think as membership grows FFTF voice will get louder and be heard and the system that has already been put in place will give Interflora a run for their money, but it needs so much funding to get the message out there, and ultimately I believe it needs government backing and that's where we should be making the most noise.

More interest in British grown flowers

Mutual support, integrity label, inclusivity, freshness, quality mark, originality. Skills swapping and working together with bartering and sharing labour would increase the viability of smaller scale sole traders surviving.

Sustainability and buy local

Sky's the limit, people love out ethos

The market for British grown is huge and growing - people are very (very) keen on the idea and more people are buying into it. There needs to be a clear industry body for members so that we are all working off the same "hymn sheet" - there is still scope within that for very diverse businesses and that's what FFTF can preserve at it's core.

Supplying more florists, increasing the percentage share of cut flower industry and reducing imports

Leading the way in providing information about and access to a network of producers across the nation who can be reached by consumers of flowers and foliage.

Wider population aware of sustainability and preferring to buy local

Our collective voice to educate and inform
Growing interest and trend towards sustainable, naturalistic designs
Aligning with other sustainability projects in wider organisations eg RHS

climate change and an understanding of the urgent need to change the way we consume- a chance to help educate florists and the general public in how they can help by choosing seasonal British flowers , fashion- the current trend for British flowers,

More people being interested in where their goods are grown/flowed from.

Education
Britain grown
Local
Sustainable

To build on what ftf have already achieved but to help growers collaborate to routes to market

Beautiful, seasonal flowers which speak for themselves on terms of beauty, freshness and longevity.

Scaling up to offer what imports can (volume and reliability wise)

The British flower industry is probably a few years behind the food/farming to fork incentive! Educating the public positively & respectfully is a huge opportunity

Climate change, demand for our products.

Supply and demand
Sustainability

Climate change brings plenty of opportunities but we're not yet prepared for them or thinking as a collective about how we leverage them. And how to communicate those changes.

To produce British grown flowers for florists. I would rather see more larger farms or growers working together rather than many many tiny farms and people trying to be florists with no training.

Eco credentials

Customers being more aware of the sustainability of British flowers versus foreign imports should be encouraged more

Opportunity to make a small difference in the global flower market. FFtF is well regarded and has powerful voice.

Cost of imports

Quick and ready supply of fresh foliage/flowers

Variety of product

Training for young /school leavers/ growers/florists away from City and Guild restrictions

Seasonal weddings and funeral flowers, properly accepted, ie not grown with heat, just as they are grown in the various regions. There is so much waste with weddings and funeral flowers that it seems we can save a lot of airmiles Road miles and floral foam by being sustainable and using locally produced flowers.

Create a shared route to market

Brexit be meaning delivery times are longer, more expensive and bio security regulations mean everything imported is chemically treated.
Public concern for local and sustainable products is growing

If bigger sites can be prioritised as a focus for growers to congregate / team up on then by far the biggest opportunity is to let the public engage with the growing site... I definitely don't mean PYO flowers (crikey no...) but having the public being able to visit the flowers growing really helps them understand the whole process... It is by far the biggest opportunity British flowers has to sell itself.

To be part of getting the flower industry back in the UK

A sustainable product that meets a need

Greater penetration of the UK cut flower market.

Sustainable flowers, locally grown can only be a good thing!

Wholesale hub systems, I think that would be incredibly powerful for growers getting their flowers to market.

Developing a sustainable business

Flowers & fashion are inextricably linked - at present, the fashion for locally grown, natural is working in our favour.

Growth in interest and sustainability

Educating people and looking after our planet

To really champion a truly British product that can easily be bought from a local grower too. Everyone loves flowers, but most people have no idea they can buy beautiful flowers grown just up the road from them. We need to capitalise more on that

British flowers being more widely used

The move towards more natural looking displays these days

Increased customer awareness of sustainability issues

Replacing imports with better quality & more sustainable products
Growing awareness of environmental impact of importing flowers

Supplying larger quantities

People's appetite for local produce and sustainable choices.

High quality product
Impact on climate change
Leading the way as sustainable industry

locally grown flowers being requested for weddings and funerals

A growing interest in British flowers.
Investment is needed to support new larger scale growers.

It would be so good to be a farm to folk nation and for that to include flower growing! Farm to folk instead of fork!!

I'm not sure but I worry its views may limit its reach.

Home grown has to be best

More flower farms creating greater choice for customers to choose seasonal and local.

Sustainability

The wave of opinion and global shift in Thinking towards greener choices.

Local shopping/ environmental concerns

Bringing local growers together and forming co-ops so that British flowers are easily accessible

Same answer. More people becoming aware means a growing market

Filling the gaps that the import industry cannot. As a grower I can produce more delicate flowers, those that don't travel

Support local movement.

Increased awareness Nyerere in where flowers come from and many people wishing to reduce their carbon footprint

To take a bigger slice of the British flower market.

Positive change of view re British Grown flowers.

Massive increase in interest in buying seasonal, local and support of local business. Words never heard in the context of flowers 10 years ago.

To shout from the rooftops about British flowers, about farmers supporting each other to get us on the Map and spread the word about what we can offer

There is a huge market for flowers in the UK.

Taking a leading role in climate change mitigation within the British floriculture industry. Bringing the joy of our product to a wider customer base. Our USP. Our grass-roots diversity (if we can keep pushing to become more diverse and representative).

There is enormous growth potential as consumer awareness on environmental issues and supporting local businesses increases.

Working collaboratively to be able to provide a sustainable alternative to Dutch Imports

Campaigning to raise awareness

Research and development into the small grower and the positive impacts

Gain industry support for the small grower

How to get our flowers to market in a way that florists find easy to access

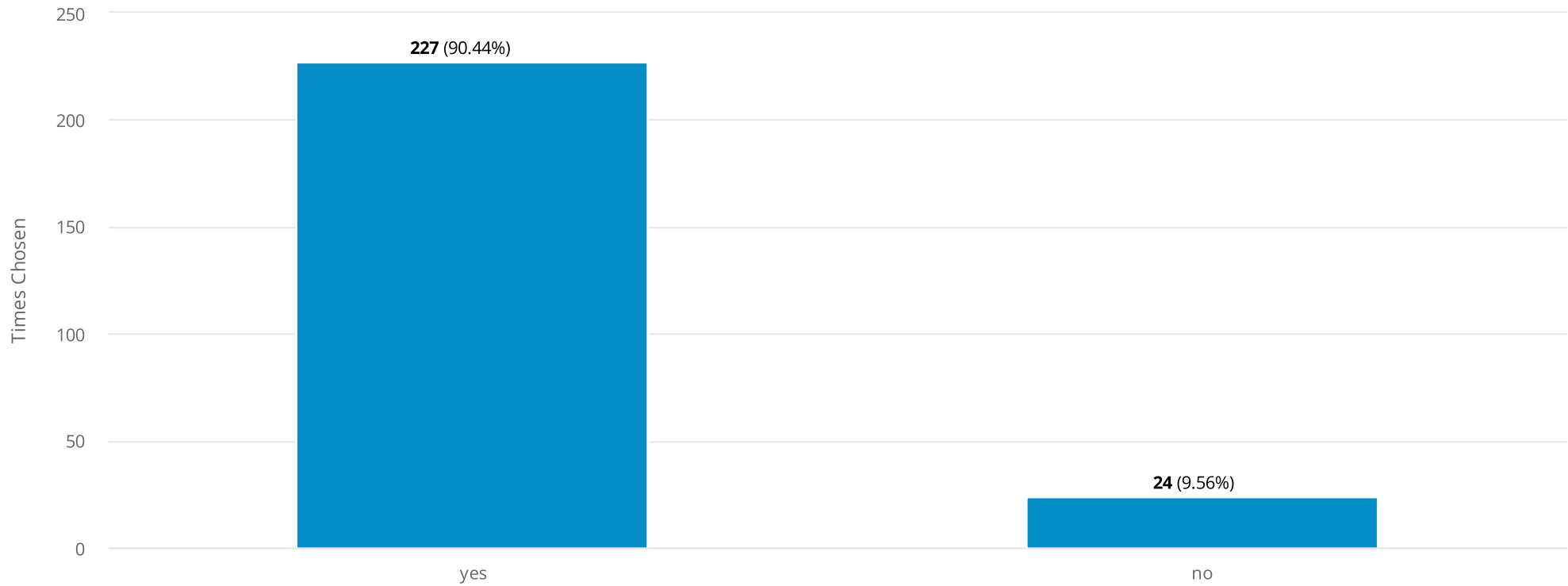
I think our demographic should be celebrated actually and I think British Flowers have and are still becoming popular so we need to ride the wave whilst we can!

British Flowers are in huge demand, we just need to supply them

genuine supportiveness and enthusiasm for change within the industry
the desire from florists/consumers to buy better

33. Would you like to see FFtF taking a more active role in influencing the outcome of questions 32 & 33?

Number of responses: 251



34. Finally are there any further comments or areas you would like to feedback on that we have not covered in this survey?

Number of responses: 111

Text answers:

No, just to say I hope you've had good feedback and have something to move forwards with.

I think you missed an opportunity to ask why people don't come to meetings if they don't - what are the barriers and how do we get members more engaged? The other big thing I think is missing is extra support for new joiners - perhaps in the form of 'new joiner' support groups online, and a specific information pack. It would take time to set up but save time in the long run for the long standing members

I'm very happy to help with events but couldn't take on a 'permanent' volunteer role- but I'd love to help with the conference if in my area, or a show

I feel there is a very specific hierarchy within the organization and that the organizations plays favorite. I think this has been a top drive issue for sometime and on occasion, has made me want to leave FFTF.

I very much hope that FFTF as an organisation will be better placed to engage fully with researchers at Coventry University who have held the door open for engagement for several years. There considerable potential for more Masters and PhD researchers to engage with FFTF which would ultimately provide an evidence base for FFTF to use

Love to help but not sure how. I'm a florist more than a grower- am I still welcomed by fftf?

I got an unfair hard time on Facebook which was not addressed by FFTF. I questioned continuing my membership because I was surprised this was permitted.

i love the inputs I have had with FFtF teams, members and wish I remembered to look on the website more often. more newsletter with key links would be a helpful reminder.

If FFtF really did take on Q 31 and 32 and provided professional representation at a high level, an increased membership fee would certainly be acceptable

It is not easy to just say yes or no to question 33. If that was to be the case the organisation would need to change significantly from a member organisation to an organisation with paid staff etc and I'm not sure that's what we are about.

FFtF must be seen as a professional organisation, too many times the public think it is just people who "dabble", we need clear professional guideline.

I am going to refer to supplying flowers for the Coronation, whatever the members views on Royalty, a consultation should have been made with all members. Unfortunately as a florist/ grower it is hard to charge 'your worth', and I know my worth, I've been a florist for 30+ years, when products are given away. A members vote is a must.

No only to say i love being apart of FFtF, and thank you for all your hard work

I feel that the development of a clear customer-facing ethos would be helpful. It's great to be an independent business with the ability to meet the needs of my own particular market, but while i recommend Flowers from the Farm members as a whole to others wanting flowers around the country, i'm not sure that there's a particular code that we all follow, or even if i'm meeting British industry norms, especially from a sustainability point of view, in my own work.

Through out this there are mentions to accreditation and marks. please please look carefully at what is happening to red tractor farm assured produce for the wider agricultural sector. this started out exactly like fFTF, and has become something it was never intended to be. I feel its a really hard route to go down as some of these things rely on third party accreditation, which the majority of members won't be able to afford. the shouting loudly and promoting of British growers is what the organisation should be about. for example I pay roughly 5-6 thousand a year just in fees to inspectors. it might be a good idea to have a talk to the magazine hortweek, they produce vast amounts of data on the horticultural industry, looking at sales, operators,

tends etc. fi this was something you were wanting to look at then they may be a good stepping stone, again the fees for this type of thing are vast. more then happy to talk with anyone further about this if that helps. I'm really happy with that fifth does at the moment and don't want the organisation do take on something it isn't prepared for. pretty sure this is anonymous so mobile is 07906363312 - fergus - northern lavender

How to emphasise the vast differences between the global floral industry and what we do, best - In an easily understood format for marketing purposes? Can the logo change to incorporate our green credentials? Do we need a strapline clearly showing our commitments? I am very aware that 'farming' is a term not necessarily conducive to sustainable practices, so wonder if the logo/strapline should more visually tell people who we are and what we are doing? Further we would really love to be led into FFtF as new members, just starting out. Currently it feels rather like we've been let through the door, and instead of finding ourselves in a small reception area with other new arrivals, we've been flung into a huge room full of experience and knowledge, but with no real idea who to approach or which route to take or indeed what help is on offer without searching for it, whilst not being exactly sure what help we need. Exciting times though, we look forward to hearing what the group will make of all the responses. Thank you!,

No. I'd love to be more involved in future years. I love fff. It's a generous useful community and having my details on the website sends me a steady trickle of customers which I'm very grateful for.

Just keep doing what you do. Once I have more time I would like to help a little.

I hate to criticise but I feel like this survey was quite muddled. I'm sure this will be the first of many steps for the steering group but I found it quite hard to answer a lot of it because it felt like it was bouncing around from lots of topics and not really focusing on anything in particular, nor did I feel there a clear opportunity to offer any of my thoughts which might have proven useful. Sorry!

No

I really love being a member. Thank you for taking the time to be a more active participant of the group than I am able to. I really appreciate your efforts.

i'm still relatively new to this, learning more every day but this is a fantastic group and i'm so happy to be apart of it!

The decisions made about the coronation flowers, and the negativity on both sides around that have made me question my membership. Now my business is more established I don't feel I need the network as much, and the detriment in that case outweighed the positives. However, the recent local meet up reminded me of the power, positivity and pleasure in being part of FFtF. It can be concerning when members post about using floral foam or other practices that are very far removed from my values (and recently when the header photo on the front page of the website featured a seasonal image of plastic baubles) but equally I know other members struggle with the acceptance of members who are still learning or come from non-horticultural backgrounds which was very much my case at the start, so as the organisation grows a move towards calm acceptance of differences must be made. And these differences if treated respectfully can become a strength of our organisation, in the same way that individuality and not being uniform are amongst the greatest assets of British-grown flowers.

Can't think of any

The AGM / annual conference was brilliant (Bristol) at building knowledge, a sense of community and optimism. More of the same please

Personally I think FFtF should decide what it wants to be and make clear to members what that is. I don't really have a strong view on 33. FFtF is doing a great job, it can't be everything to every grower and florist.

Thank you for all your amazing work!

Don't get too wrapped up in doubt everything. Be clear in what people can expect for their membership and do the basics. Provide quality resources and community meet ups etc. It's clear FFtF hasn't been run very efficiently in the past and I don't want to see my membership frittered away on freelance PR.

It needs to decide if it's a club, or an industry leader.

Would be good to look into the possibility of British only wholesale markets in a cooperative style. This might allow larger scale floristry businesses to choose British grown flowers if there is a more reliable source through access to multiple growers

I answered yes to the question about attending regional meet ups, I have in fact only attended one but would love to go to more but generally they are too far from me, I don't drive (am rural with no public transport) which is my problem not anyone else's I know but it has an impact on where I can get to. So smaller regional meet ups might be easier to attend.

Just keep doing what you are doing, it is special organisations like FFTF that make all the difference and the wider implications of how it could shape the future is endless.

we need to work harder on meeting more. we also need to avoid people feeling left out.

I do feel I should do more to help as I know it's voluntary led but as I joined this group I come into huge family issues which take up a lot of my time and sadly will only become more demanding.

I would be willing to volunteer more time to the organisation BUT only if i truly understand its aims and objectives.

There were quite a few questions which were 'yes' or 'no' that I felt did not fit my thoughts and a 'not sure' option would have been a much better description. I think this will affect the overall outcomes of the survey but we will never know how! There are quite a few other things that I don't think I can add in here so I will try and send a note through my regional coordinator. Thank you to everyone who has helped with the survey and gives their time to support FFtF

I don't think it's very clear what FFTF is - an umbrella organisation? A lobbying body? A PR body for the industry? My impression is that it's run by a small group of people who all know each other, without a very clear remit. I'm a member so that my details are on the website map, but if that wasn't there, I wouldn't be as I can't see what clear benefits there are.

Looking forward to hearing some lively debate. Rock on guys

Well done a very positive survey I think targeting the right ideas for moving forward.

It's a big ask, but I would like to see something like the John Nix Pocketbook published (even just online) that enables members who are operating on all scales and levels to do some bench-marking and compare how their margins look against the average.

I think the resources on the website are great, I've used a lot of them. Also the discount codes are fab. The national conference looked great this year, hoping to attend in future. Also really enjoy the weekly hosting by different members. Thanks to all the team for all your hard work :)

You do a great job as you are and as not that involved not that sure how appropriate my answers are. Dont think public know enough about using the website to send flowers? Thankyou

Thank you to you all for all of your hard work!

I would be willing to pay a larger membership fee if the organisation offered some kind of accreditation or professional standards as a condition of membership.

Volunteers should receive some form of recompense, like free or reduced membership. FFTF membership should be something that is applied for and only granted if you can demonstrate a certain level of competence, quality, standard etc.

I think the website is great, easy to use and upload profile information. And really appreciate the opportunity to complete this survey thank you.

I would love there to be a mentorship program, as i have mentioend earlier in the survey.

Just to reiterate I am very new to all this so I may have interpreted questions incorrectly! But I am so grateful to the FFTF community and honestly it's the best money I've spent! Thank you all for your hard work. In terms of volunteering I would be willing to buy I still work 4 days in the NHS, eventually I hope this will reduce bit that will be the limiting factor in terms of time I can volunteer.

Thank you for starting the ball rolling. I am hopeful for the future of FFtF

I don't know anyone at a national level. I am pretty new but trying to pursue a new business model. But I understand from regional coordinators that you are all working bloody hard and should be commended. Been there done that on the volunteering front and hearing cats and its challenging. Thank you for your dedication. We need all industries to move forward in a positive way and you are striving to do just that.

More support for florists of FFTF as well as growers, and more advertising

The tone of some of the facebook posts and some conferences I have attended has been quite critical of florists and in particular those who don't use all British or all sustainable methods. This isn't helpful or supportive and creates a them and us atmosphere.

no

Just a note about answering 'no' to the question about attending regional meetings. I don't attend because I can't drive so accessibility isn't easy.

I also think we need to embrace the larger growers and not ostracise ourselves. They have a lot of what we need to grow and we have a lot of information they need. If we work together I think we can achieve our goal however if we shut them out and it becomes a them and us nothing will change!

Thank you to the team for driving forward with change and ensuring that we can all be heard (if we chose!)

It's hard for a membership organisation to be all things without employing people and charging high membership fees. I see the biggest value of FFTF as facilitating networking and information exchange. I don't want to pay for government lobbying, advertising etc.

Database of sustainable floristry suppliers

I'm opposed to the term our 'industry', as it's used these days! Industry stands for capitalist commerce, endless economic growth and an extractive and exploitive attitude to the natural world. Are we using this term because we want to be accepted by the big boys in Westminster? How about calling what we do 'our craft'? I accept that there are a few members who operate on an industrial scale but the vast majority don't. So why dress us up as something we're not, instead of playing to our strength! Secondly, I was appalled at the decision to offer free flowers for the Coronation. It made FftF look amateurish. The intended PR gold has definitely not reached our pockets here in South Wales!! As a result we had pretty much decided to discontinue our membership, but had missed the deadline for cancellation of the direct debit.

In terms of regions and regional co-ordinators, depending on the number of members per region, where possible have 2 co-ordinators per region (I understand this is now the case with some regions). As we are now VAT registered is the membership rate likely to go up?

I would prefer not to have non grower wholesalers in the FB groups. I sometimes would like to ask questions about selling to wholesalers but feel unable as our local wholesaler is in the group!

In person development courses work better than online - happy to host. Thank you so much for doing this, if you can break the feeling that there's an inner circle and the rest of us that would be so uniting!

keep up the good work! But we need to crank it up a few gears now.

I would see that Flowers from the Farm's (if positioned to represent the British Cut Flower market) whole existence is based on questions 31 and 32. If it's not that I'm not sure what the remit is other than as a networking group, which is a perfectly valid purpose and one I get huge value out of. But I think the organisation needs to be clear what its purpose is. Thank you for all you do, it's not an easy gig.

Suggestion: Develop a brandmark that all FTF members can use on their product/website/packaging that is recognised in the same way as the 'tractor' symbol or 'fairtrade' name. Using the FTF logo doesn't connect with most end users. at present, in my opinion.

Discussion on how to get an income all year round, rather than just between April and October

The conference should be included in the cost of membership (even if just a recorded version).

Q28 & 29, I said no because I think we should promote the good and stay away from criticising the bad - there is a conflict already with florists, and we need them on side. The big companies like Arena are annoying though, lots of greenwashing, but I think we should just promote what we do and let the public decide.

We need to be able to get in touch with you and for others to be able to. Contact details should be visible for all on the website and you should be able to ring a number

As a new member it has allowed me to make contact and use the services of other local growers but find the Southeast region is too large and would feel more connected if the regions were smaller and could meet more locally

Possibly introduce a scholarship program like Erin Benzakin- Floret Flowers does in the States open to the members, another chargeable resource but affordable.

thank you for engaging in this process

Coordination of small growers or creation of local co-ops to create scale for florists wanting to purchase local but not able or willing to go round several local growers

I applaud the scope of the ambitions suggested by the questions above, but assume they imply a different model for the running of FFTF. I think they are beyond the scope of the current structure. I think that there is much to be learned from the history of issues/decisions/processes that have been tackled in the past - not to repeat them - many current issues have arisen regularly throughout the history of the organisation. People think that FFTF some version of an 'established force', but the history of FFTF is written by a relatively small number of volunteers working on string and blue tack, with an immense amount of goodwill, determination and energy. There are probably things to be learned from what has happened previously (both good and bad) but little apparent interest in anything that has gone before. It's brilliant that we've now got fresh eyes, fresh energy and a new

approach, but experience of how we've got to where we are (again, good and bad) and an understanding of how we've got there could be beneficial too.

Membership should reflect a professional commitment to horticulture. A tiered membership could help to distinguish between professional horticulturalists and new inexperienced people who are just starting their journey. I really do balk at some of the questions that I see on the members page. Can FFTF help newcomers with guidance on how to price their flowers etc? As our product is in danger of becoming diluted by some serious underpricing.

I struggle as someone juggling growing and floristry with other paid work. Most of the events and local meet ups happen mid week which can feel quite isolating

Help...to keep our passions alive, impact low and bringing beautiful British grown, seasonal flowers to every home!

I think FFTF is great, I am looking forward to seeing what the new organisation looks like and all the good things that it can offer me to help make my business more of a success.

I wish I could offer my time to volunteer. I am a carer for my 2 children who have learning disabilities and autism, and I just don't have enough time to help right now. I don't want to feel that my voice is less important as a member because my circumstances mean I am unable to volunteer. It is often said on the fb page that if we say we disagree with the way something has been done, then we should volunteer. But some of us, myself included, have very valid reasons why they can't volunteer. I have very valid and real constraints on my time that are immensely stressful and impact all aspects of my life. I shouldn't feel that my voice can't be heard because I can't volunteer. I hope the steering group initiatives do help find a more inclusive way forward. I have found it hard to renew my membership this year, I did it after much thought as I have been very disappointed by some decisions recently. I hope I will feel more positive next year when I come to renew. Thank you all for your work and efforts.

feel disillusioned with FftF - used to be a peer network helping each other - now some people are in it to parasite off other flower farmers - all the people selling their courses on 'how to be a flower farmer' totally disgusts me - its no longer a peer network its become a marketing engine - roll on capitalism eh?

Overall, I am proud to be a member of such a supportive and proactive community and feel that I am part of something that is really making changes in the UK. While I'm only starting out, I would like to think that I could volunteer in the future and hope that FFTF can also look into the British education system too. I believe Horticulture in general is getting more interest from young students but I really think that FFTF could find a way of liaising with schools/colleges and engaging with young people to get the next generation aware and interested in floriculture.

Thank you to the committee members for all they do

There are a couple of typos and question 33 should read as 31 & 32

Thank you for all you do. I started 2 years ago and got a silver gilt at Chelsea last year. I wouldn't have done that without FFTF

It would be great if flowers from the farm could try to encourage new growers to look at quality and pricing. Perhaps workshops could be designed to target this new members, to try and help level the playing field for old and new growers.

A clearer idea of what FFTF is, "Membership association"

I don't use the facebook page for a few reasons, mostly because of the (sometimes horrible) comments and judgements by some of the members. I don't feel like posting anything in case I attract a patronising/ critical comment, or an abusive one. I do also find many of the questions from new farmers a bit daunting. I don't feel like (and don't have the time to spend) giving over so much information for often things that are pretty basic , (and sometimes as basic and broad even as " I've just started growing -where do i begin?". I find it a bit irritating and off putting- I think perhaps there needs to be another forum for new growers to ask their questions, or where they can somehow be directed to the website where they will probably now find the answers in all the brilliant information now available.

Website update. Diversify comms away from Facebook. i have no idea how to contact other local growers

Thanks for being such a super organisation!

Members could be encouraged to respond better on my regional face book group. (North East/Yorkshire)

I look forward to feeling less isolated with the organisation

Due to the volunteer structure you have I don't feel there is real value for money in membership... it's pretty much a Facebook group and even that is very limited. I personally find it a very clicky organisation and most of the sharing takes place behind the scenes. ftf could be amazing but you have to put paid roles in place to develop the organisation.

I feel very strongly that the PR side of British Flowers must be bolstered with a campaigning arm, and it feels like a great wasted opportunity not to use our collective voice more strongly for both policy and legislative change.

Some of the questions should have had a 'not sure' 'somewhat' or 'maybe' not a hard yes or no

Thank you

What is Flowers From the Farm now what does it represent, what is its aim. What do we sign up to as a member?

I think sustainability needs to include energy and time of people as well as environmental aspects.

Generally, I would like to see more PR, improved SEO (owning all key words related to flowers), paid posts on social media promoting British flowers and enticing viewer to find their local grower 'click here to find your nearest flower grower & florist)

I do think regional meetings are important in maintaining loyalty and engagement in ftf.

I would like to see more help for technical support. Also, there was no space to say why you couldn't volunteer at present, it's not because I don't want to, it's because I still work too so simply don't have time at present.

More input and discussion on the legal aspects surrounding flower farming and supply of floristry services, e.g. plant passports, employment law, liability issues.

Great survey. Excited to see where FFTF is headed!

We need to be careful not to try to do too much. The profile raising, information sharing & networking aspect of FFTF is very special. But the increasing number of flower farmers, adding training & development activity suggested is unnecessary. All this information is available elsewhere through those offering courses, Business Gateway etc. This would be time consuming & expensive to provide & imho, not a good use of membership fees. If somebody is new to Flower Farming, they need to be able/willing to invest in their personal development as you would with any other business. I suggest membership fees should be invested in developing the website so it's much easier for potential customers to find a member able to help them.

Just a quality standard please!

Attendance at high profile events is key to highlighting awareness of British flowers. The two key reasons I am a member is promotion of British flowers which I think is tied to high profile events which should involve as many members as possible and be planned well, the second reason is to get growing advice from other members

My answers are influenced by the scaling back of my business to allow for changes in my life. If there is investment in training or development, please consider the benefits of members delivering it & avoid bringing in outside 'experts'. Also, just to note, I use the Facebook group occasionally but no longer enjoy it. The question didn't give the option for that answer.

I'm finding the sustainability questions hard to answer. I aim to be sustainable, but is a slow process. Sadly, 2% of my customers are interested or shop with me because of this. They like my flowers, my prices and like to support local businesses.

The futures bright!

There's very little recognition of flower farms in poor areas (most of Wales fit into this category) there's plenty of rhetoric about making sure you are pricing correctly to ensure profitability but little about pricing for the area your customer base is in.

Is it really a "not for profit" association? Is this the plan going forward to?

I don't think the organisation should become involved with the politics of flowers or become lobbying group. We're here as a group to help each other and ask each other for advice, which isn't always very forthcoming