

A person is holding a large, vibrant bouquet of flowers in a field of tall grass. The bouquet includes pink roses, purple flowers, and various green foliage. The person is wearing a dark brown top and a black skirt. The background is a soft-focus field of tall grass.

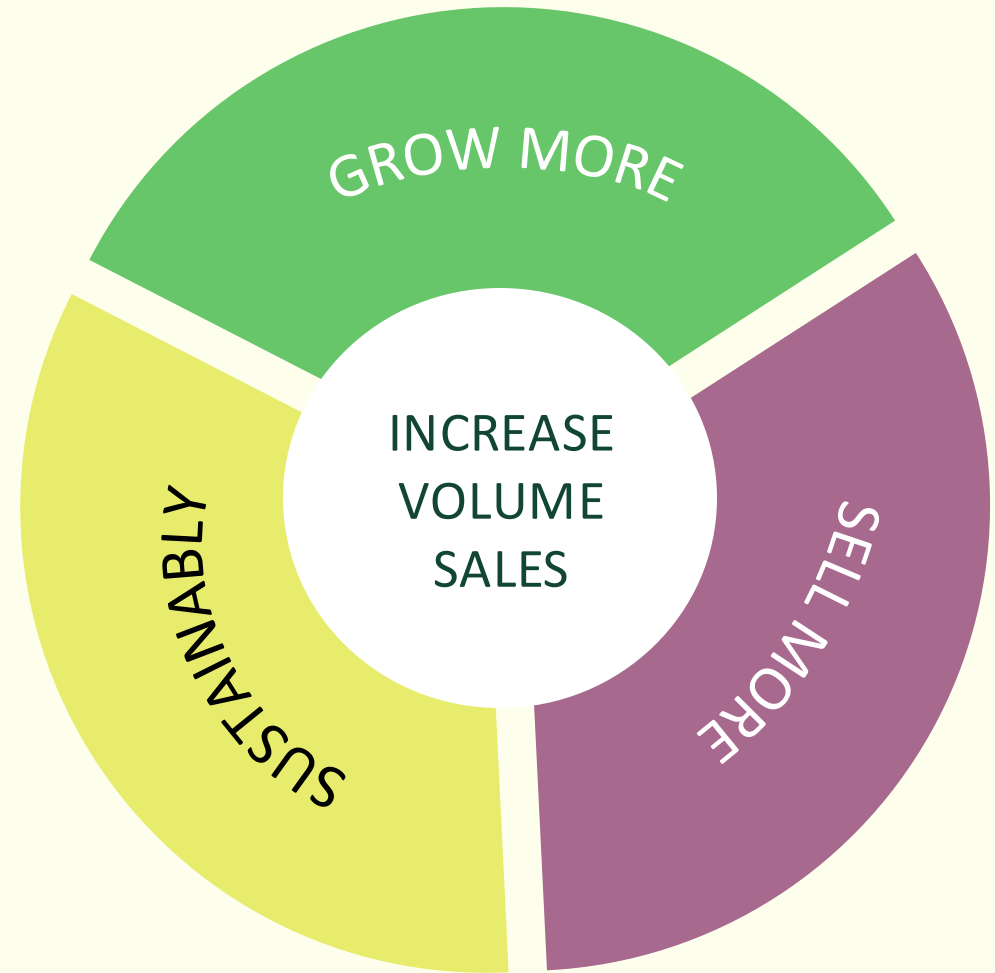
FLOWERS FROM THE FARM

AGM UPDATE:
Building a strong platform for British-grown flowers

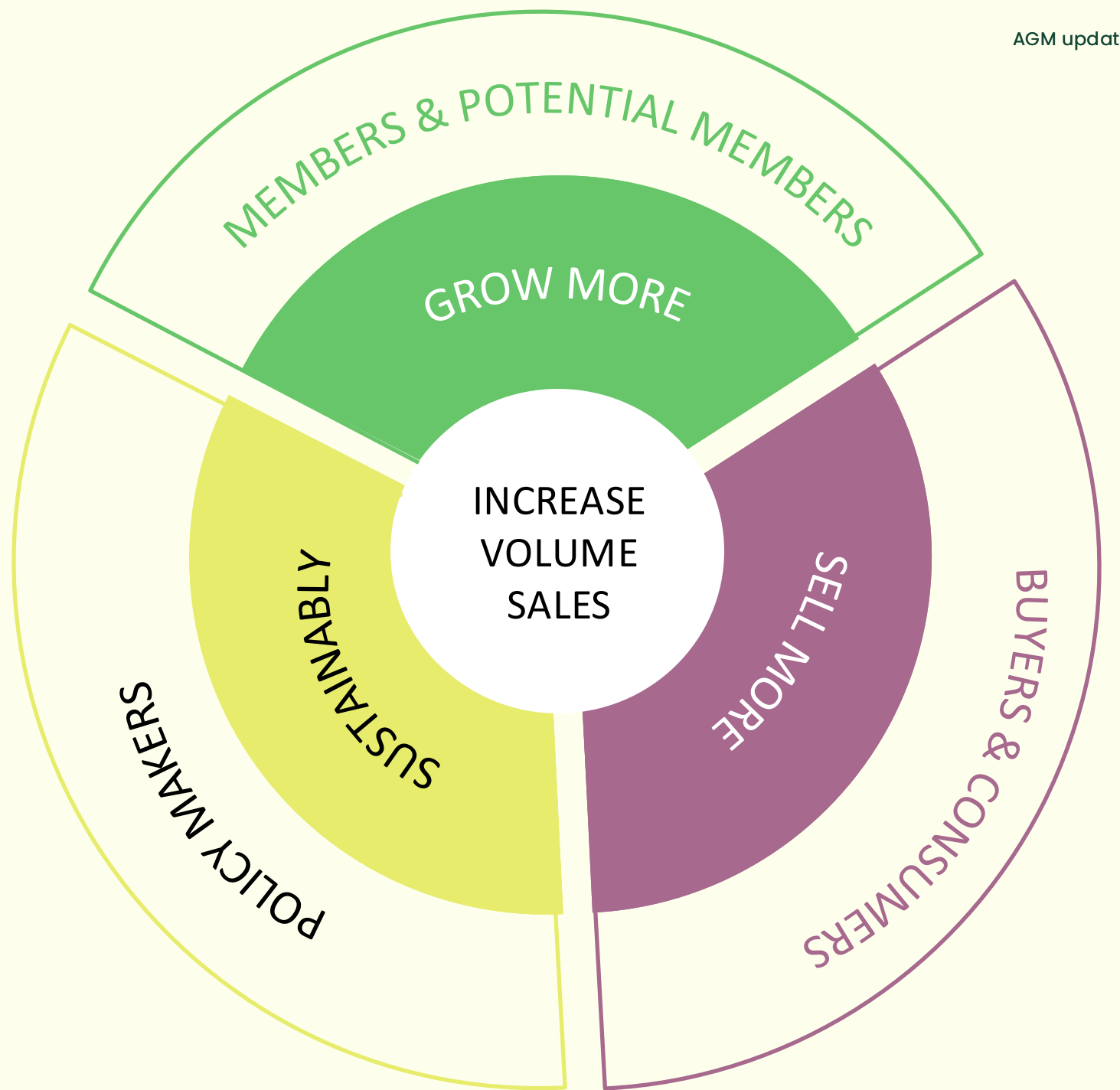
12th MARCH 2026



We have a clear strategy

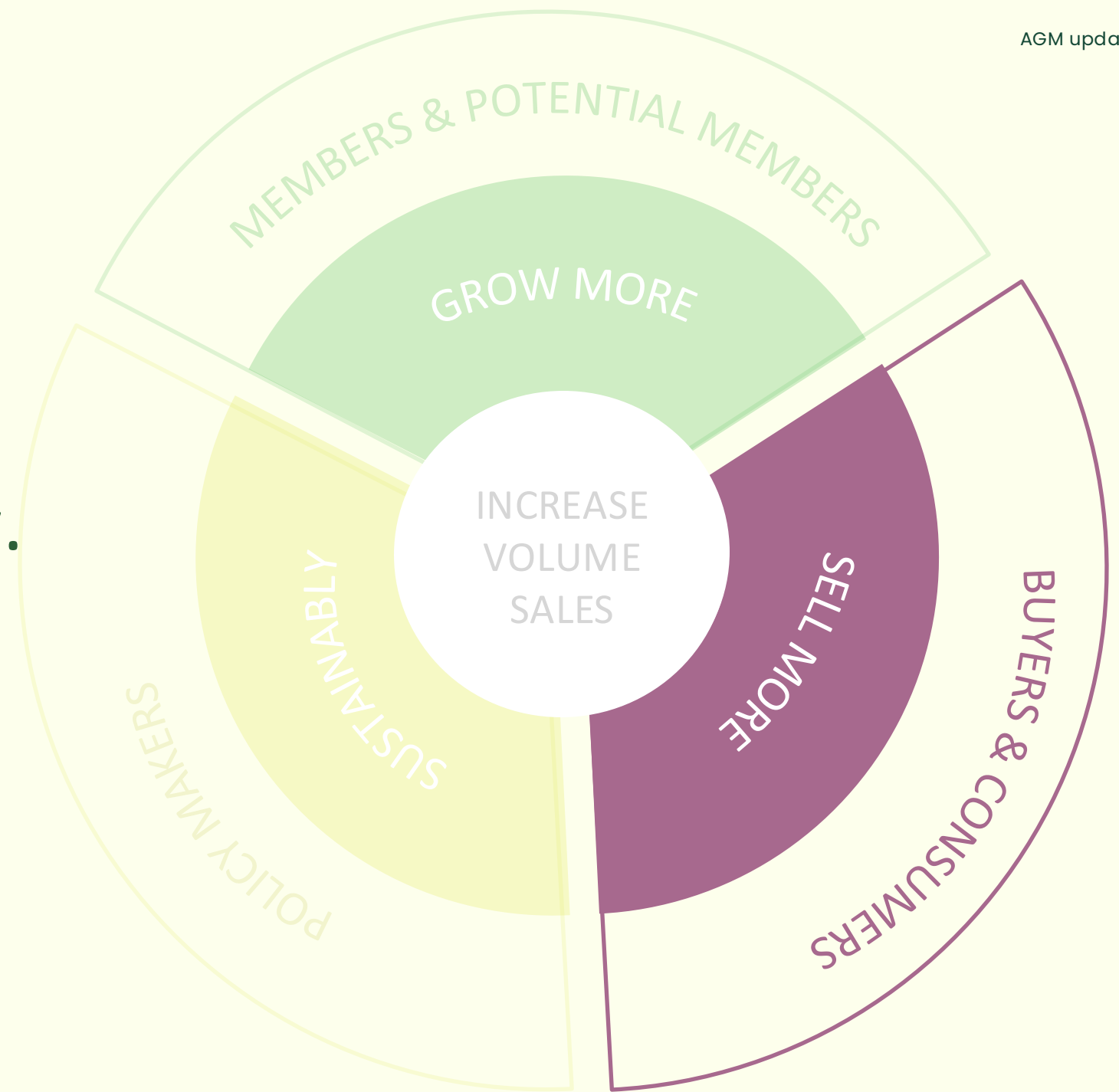


We have a clear strategy



And marketing has a clear role:

Creating demand for
the flowers you grow.

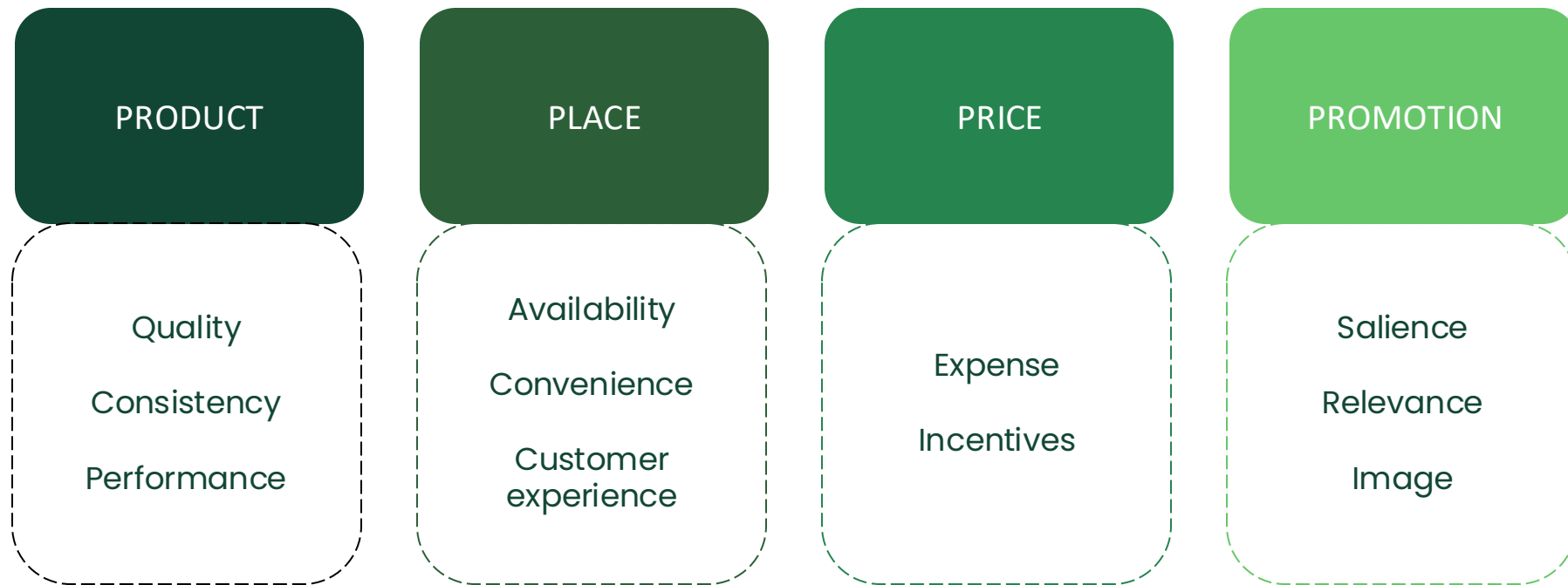


The problem we have:

Only 14% of cut stems sold in the UK are grown in the UK.

The British love flowers, but
they buy imports

We need to diagnose the cause(s)



Getting organised

MARKET RESEARCH

Key insights across multiple audiences that inform our positioning and strategy (Interviews and Questionnaire)

POSITIONING & IDENTITY

What we stand for and how we express it (including name and logo)

Relevant to all audiences (growers, buyers, consumers and policy makers)

5+ years

MARKETING STRATEGY

Overall mission and key activities for how we will sell more of your flowers

Relevant to buyers (florists, wholesalers, retailers, consumers)

2-3 years

Research Objectives

01

Identify the critical combination of factors preventing flower buyers from buying British

02

Understand what it might take to overcome these and how marketing can support sales growth

03

Provide actionable inputs into a 2026-2030 marketing strategy and brand positioning

04

Explore understanding and perceptions of FftF as the UK's trade association for British cut flowers

05

Review understanding of current organisational name, and whether a change of name would support or hinder growth and/or representation

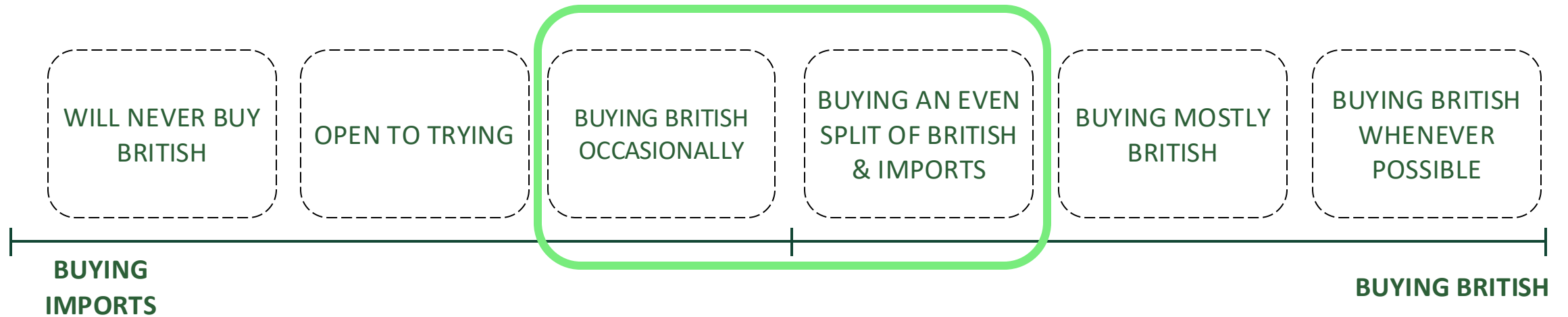
Part one

6x In-depth interviews with
B2B flower buyers (florists,
wholesalers, retailers)

Part two

Questionnaire with all FftF
audiences (growers, buyers,
consumers and policy makers)

Recruiting from opportunity



Research Headlines (midway)

Demand for British exists

British flowers are much loved by florists

Highly distinctive

Quirky and unique

They *want* to buy

Consumer demand varies by segment

Product isn't the primary issue

Price can be an issue for some

Perceived lower performance & lifespan

Signs this could be improving...

Particularly as buyers learn to work seasonally

Buying British is HARD work

Mismatch between available supply & demand

Seasonality

Types of flowers grown

Quantity available

Presentation

And a high-risk experience

Variable levels of professionalism

Poor communication

Lack of pro-active problem solving

Unreliable delivery

Disjoined experience

Flowers are a *relationship* business

An industry built on partnership

Buyers too busy to be disappointed

And liabilities can impact clients

Open to new suppliers but *trust* needs to be established

Positive signs for the future

More growers coming into the market

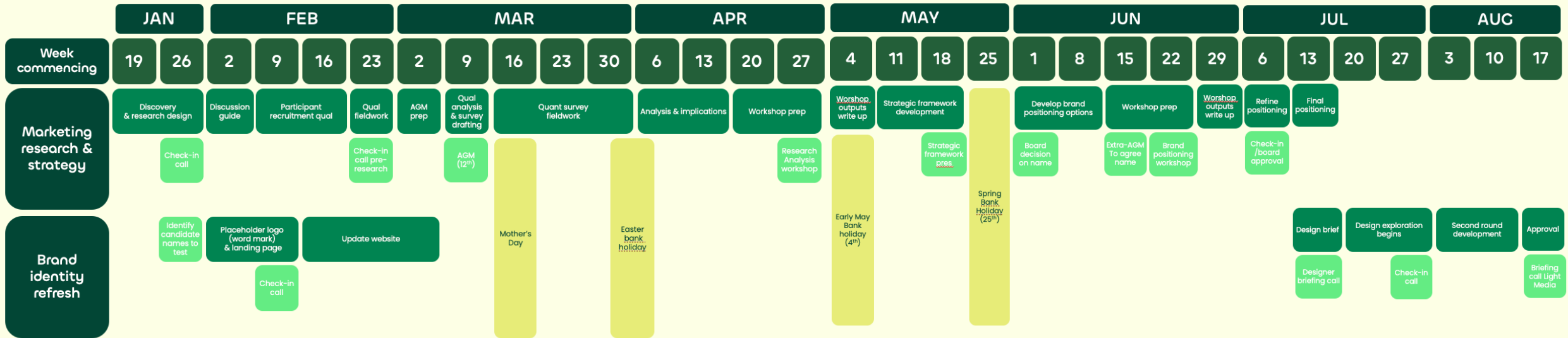
Plenty of good will

Desire for greater investment & infrastructure

But don't lose that which makes British flowers special!

Research timeline

WE ARE HERE



We will need your help

In March

- Have your say – complete the questionnaire yourselves
- Publicise the questionnaire amongst your clients and community

April - June

- Task and finish group involvement in research analysis and brand positioning.
- If necessary, we will hold an Extraordinary Meeting to vote changes through, as per our constitution



To conclude

Our aim is supporting demand growth.

By developing a strong brand positioning, identity and marketing strategy.

All decisions will be research-informed.

And taken in consultation with yourselves.

For questions or comments,
please contact me at

marketinglead@flowersfromthefarm.co.uk

A lush garden scene featuring a variety of flowers, including white daisies, yellow and orange flowers, and purple flowers. In the background, there is a greenhouse and a dense line of trees. The overall atmosphere is bright and natural.

thank you

FLOWERS
FROM THE
FARM