

## **Bristol flower farmer wins Silver-Gilt Medal at Chelsea Flower Show**

### Gov officially recognises British flower industry



Award-winning display by Flowers from the Farm at RHS Chelsea Flower Show; photo by Henry Kenton

- Flowers from the Farm win Silver-Gilt Medal at Chelsea Flower Show
- Government officially recognises the British flower industry with SIC codes – a landmark moment for the industry

A Bristol flower grower has won Silver-Gilt at the RHS Chelsea Flower Show as part of the Flowers from the Farm team exhibiting in the Grand Pavilion at the prestigious festival. **Sarah Bedford**, a Flowers from the Farm member, helped plant and build a miniature flower farm installation, the first in the show's history.

Beyond the festival, Flowers from the Farm has secured major official recognition from the government and has also secured a lasting legacy for the display to support Age UK.

## Bringing a working farm to Chelsea

The RHS Chelsea Flower Show has been the highlight of the UK's horticultural calendar for over a century. This year's edition (19–23 May) was the first time, the campaigning trade association Flowers from the Farm had an installation at the festival

Sarah was part of a dedicated team that made the event possible, over the last few months, she has worked with seven other flower growers to plan, grow and build the miniature flower farm. Occupying a 20 x 15ft plot in the Great Pavilion, the miniature flower farm is a living showcase of the diverse crops British flower farmers can grow in May. The richly layered display included ranunculus, foxgloves, orlaya, peonies and geums. The floral scene is complemented by patterned fabrics from the Guy Goodfellow Collection, whose botanically inspired Rendlesham design features on the aprons of the team.

## The government takes notice of British-grown flowers



Photo by Stephen Cheung

Adding to the celebrations, Flowers from the Farm has successfully secured an official Standard Industrial Classification (SIC) code, marking a major turning point for the UK flower industry. Previously invisible in broader agricultural statistics, the £30 million-a-year British flower farming sector – where 8 out of 10 FftF members are women – is now formally recognised by policymakers.

## Making a difference: a bit of Chelsea comes to Barnes

While turning heads in Chelsea, the display will continue to make an impact long after the festival closes. The installation will be gifted to FiSH (Friendship, Independence, Support and Help) and the Barnes Community Gardeners in London.

FiSH works alongside Age UK to provide vital support for older residents. Meanwhile, the Barnes Community Gardeners green less affluent areas of the neighbourhood and encourage local housing estate communities to get involved, ensuring that a piece of Chelsea leaves a beautiful, lasting footprint.

## Notes to editors

For more information about Flowers from the Farm and their Chelsea Flower Show Grand Pavilion garden, please contact Tori Dance via [flowers@zetteler.co.uk](mailto:flowers@zetteler.co.uk)

### About Flowers from the Farm

Flowers from the Farm is the UK trade association for cut-flower growers, representing over 1,000 members nationwide. Committed to promoting sustainable, agroecological growing practices, it empowers members to thrive while supporting a financially and environmentally sustainable flower industry.

[flowersfromthefarm.co.uk](http://flowersfromthefarm.co.uk)



Flowers from the Farm's Board of Directors: Jenna Walker, Sarah Wilson, Georgie Newbery, Natasha Midgley, Cissy Bullock, Olivia Wilson, Heather Ward, Oliver Jones