

British Flowers Week toolkit

Join us in celebrating British Flowers Week 2026, 15–21 June, a national celebration of the British floral industry from flower farmers through to florists.

British Flowers Week is a platform for connections to flourish, for customers to be inspired and for knowledge to be shared across the industry and beyond. Its aims are:

- showcasing how British flowers can inspire and delight amongst the trade and end customers;
- celebrating the role of women in the industry;
- highlighting the important economic and biodiversity contribution of flower farming.

Social media

We want to get as many people as possible to celebrate British flowers across the media in the weeks leading up to and including British Flowers Week.

To coordinate our impact for the biggest effect, we're **encouraging all members to post on 1 June 2026** – announcing their plans and support of [#BritishFlowersWeek2026](#).

**FLOWERS
FROM THE
FARM**

Supporting British Flower Farmers

Example:



It's @british.flowers.week from 15–21 June, and we're thrilled to be taking part.

*You can join us **[insert your event details here including name of event, date of event(s), locations, prices etc]**.*

This annual celebration of British flowers is run by @flowersfromthefarm, who will be promoting other events throughout the week.

Find more information via:

flowersfromthefarm.co.uk/british-flowers-week

📸 Image courtesy Hilltop Flowers

#BritishFlowersWeek2026

**FLOWERS
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Other steps

- Hashtags for Instagram: #BritishFlowersWeek
#BritishFlowersWeek2026
- Accounts to tag: @british.flowers.week and
@flowersfromthefarm

Pre-prepared content

We welcome all members to support British Flowers Week. You might share your story, discuss your favourite British flower or promote an event that is part of the festival. Some facts you may want to include:

- 2026 is the UN's International Year of the Woman Farmer, and the British flower industry is a fantastic example of this.
- Entrepreneurial women are at the forefront of the diverse UK flower growing sector, running successful businesses and promoting sustainable, agroecological growing practices.
- Data published by Flowers from the Farm shows that the British flower industry is growing and making a positive economic impact.
- Average yields jumped from 30,700 to 43,500 stems per hectare in the last year alone
- Average stems per member increasing by 55% to 32,500.

FLOWERS FROM THE FARM

Supporting British Flower Farmers

This folder contains image assets you are welcome to use:

https://www.dropbox.com/scl/fo/oyeym8w25fw2fetxu4a0q/ALzqhTNul_V0DYWE0RrDQk4?rlkey=i2o1xec5rro99iv48g6b7wg5c&st=6ljmgh78&dl=0

Example content

Stuck for ideas? Good approaches include introducing your business, promoting your event or spotlighting your favourite flowers.

Introduce your business

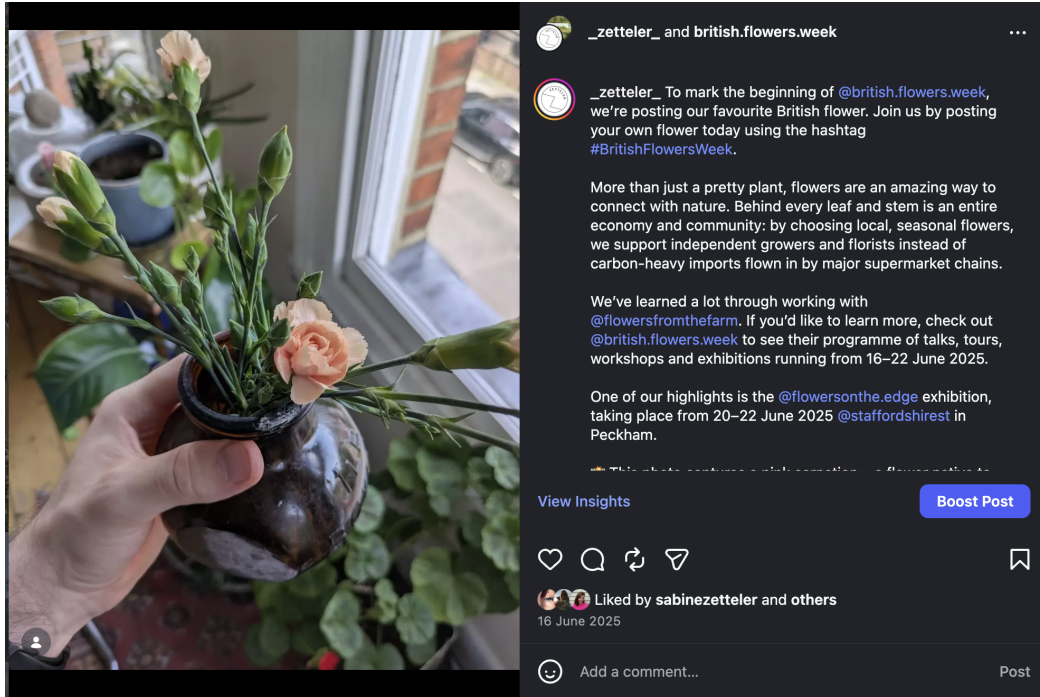


https://www.instagram.com/p/DLK87Zvtuz/?img_index=1

FLOWERS FROM THE FARM

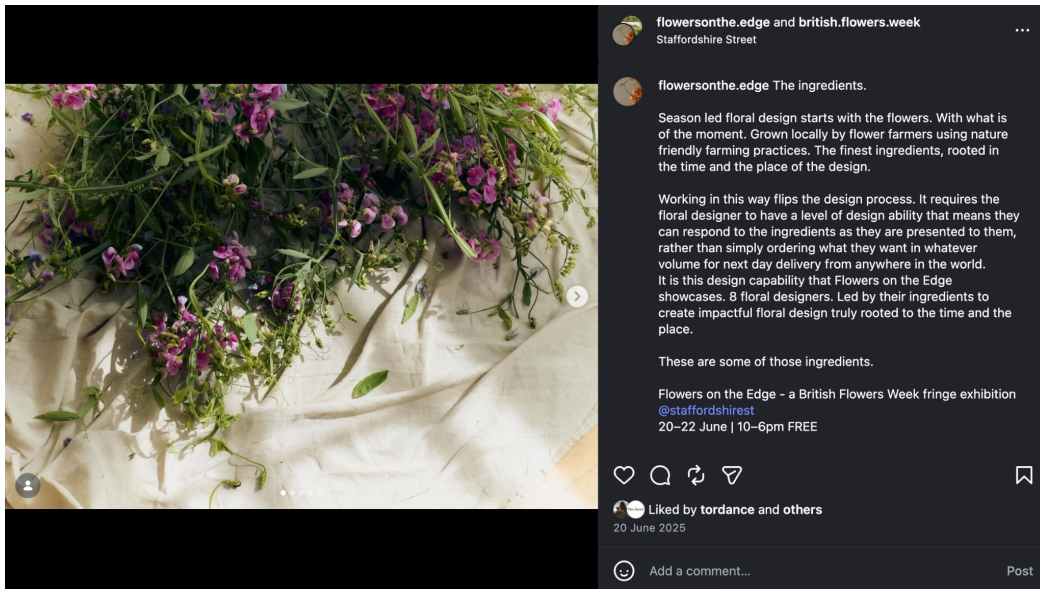
Supporting British Flower Farmers

Talk about your favourite flowers



<https://www.instagram.com/p/DK9upwCvsTk/>

Highlight the use of flowers / materials

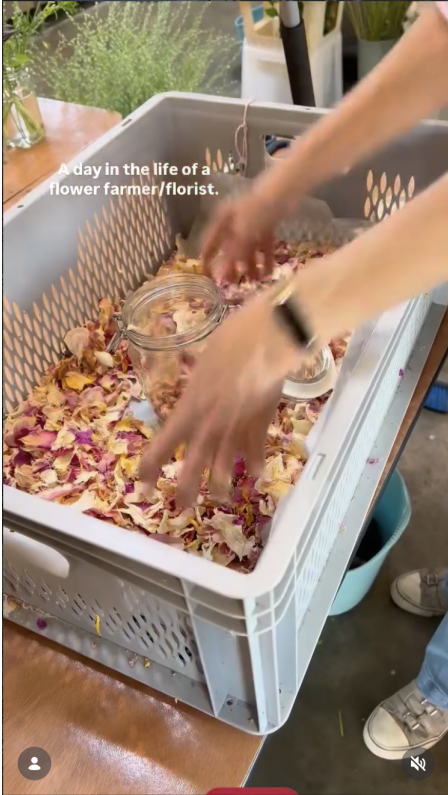


https://www.instagram.com/p/DLIX_WsNhFC/?img_index=1

FLOWERS FROM THE FARM

Supporting British Flower Farmers

Do a 'day in the life' video



A day in the life of a flower farmer/florist.

flowersfromthefarm and british.flowers.week
FreshlyRC • SUNFLOWER (Beat)

flowersfromthefarm #flowersfromthefarm #britishflowers #britishflowersweek #cooperationovercompetition #flowersfromthefarm

42 w

Liked by jane.barnett.3323 and others
19 June 2025

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Post

<https://www.instagram.com/p/DLGQmM1Im7I/>