

FLOWERS FROM THE FARM

Flowers from the Farm – Who We Are

- Flowers from the Farm is the UK's leading professional trade association for independent flower growers, representing a network of approximately 1,000 members nationwide, from Cornwall to Inverness.
- We are dedicated to advancing agroecological growing practices that prioritise environmental responsibility and financial sustainability.
- Our mission is to empower our members with the knowledge, resources, and opportunities to thrive in their businesses while promoting the unique value of British-grown flowers.
- Through education, advocacy, and collaboration, FftF is driving innovation and excellence in the flower-growing industry, connecting growers with customers who value high-quality, sustainably produced flowers.

UK Flower Farming Statistics

- UK market for fresh cut flowers and indoor plants is valued at £2.2 billion (Source: Flowers & Plants Association).
- British-grown flowers are gaining ground and will now account for roughly 20% of all flowers sold in the UK. (Sources: Defra Horticulture Stats 2024)
- FftF members as specialist, independent growers make an increasingly important contribution to the economy, currently estimated to be around £30 million turnover but growing all the time. (Source: FftF 2025 Economic Data Survey)
- Flower farming is high value compared to traditional farming and is an extremely efficient use of relatively small parcels of land. Data from Flowers from the Farm's member survey in 2025 indicates average wholesale revenue of £36,000 per hectare (£14,000 per acre).
- This compares with £751 per hectare for cereal farms and approximately £1,500 per hectare for wheat or oil seed rape. (Sources: ADHB and Farmers Weekly).

- [Research](#) by Rebecca Swinn found that the carbon footprint of a UK grown bouquet to be one tenth of those grown in the Netherlands or Kenya.

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Flowers from the Farm – Membership Facts

- Average plot size: 1 acre (0.4 hectares)
- 76% are growers and florists
- 94% grow a wide range of flowers
- Average business revenues (£33,600 in 2025) showed a 12% year-over-year increase.
- This financial growth is mirrored by a surge in productivity: average yields jumped from 30,700 to 43,500 stems per hectare in the last year alone, with average stems per member increasing by 55% to 32,500 (Source: FftF 2025 Economic Data Survey).
- Economic changes have made the sector a more viable employer, with the average number of full-time equivalent (FTE) roles per business rising to 1.8.
- 2026 is the [International Year of the Woman Farmer](#), the FftF membership is predominantly female (making up over 70% of the membership). Flower farming and floristry are both examples of rare industries that are female-led and run.
- In March 2026, FftF members committed to a [sustainability pledge](#) based on the principles of agroecology. FftF is now working with The Sustainable Flowers Research Project and The Agroecology Centre at Coventry University to continue to develop an assessment framework which will mean there is an accreditation to certify best practice.
- There are clear environmental benefits from agroecological flower farming. Diverse crops provide food for pollinators and perennial hedges provide homes for nesting birds. Use of harmful pesticides, fungicides and insecticides is minimised, and soil health is maintained and improved.

Asks for Government

- **FftF inclusion in the Environmental Horticulture Group (EHG) and national horticulture strategy**

FftF should join the RHS, HTA, Arboricultural Association and other stakeholders on the EHG to help shape the content and direction of the national horticulture strategy.

- **New Standardised Industry Classification (SIC) code to be included in Companies House condensed SIC code list**

With the persistent support of Sarah Dyke MP, Liberal Democrat spokesperson for rural affairs, FftF successfully campaigned for a dedicated SIC code (01191) for cut flower production in the 2026 SIC list revision conducted by the Office of National Statistics (ONS).

This is a breakthrough in recognising the contribution of flower farms in creating jobs, driving local growth and enhancing biodiversity while supporting more sustainable land use. The new SIC code (01191) must now be added to the Companies House condensed list so that limited companies producing cut flowers can register under the new code.

- **Adjustments to subsidy frameworks**

With some small tweaks to adjust criteria and include relevant equipment, flower farmers would be able to benefit from existing schemes, expand their businesses and improve productivity and environmental benefits.

Flower farms should be recognised within Biodiversity Net Gain (BNG) and other nature recovery schemes where appropriate, reflecting the sector's contribution to pollinator support, soil health and landscape diversity.

We also encourage government to explore the introduction of zero-rated (0% VAT) status for cut flowers to support domestic production, improve competitiveness for British growers and increase access to locally grown flowers with lower environmental impact.

We also require exemptions from fees and levies such as for registering waste. For our members as compost is a valuable resource in regenerative flower farming.

- **Flower farming to be included in government research**

We welcome Government funded research and economic analysis on flower farming to help prove the environmental and ecological benefits and provide a firmer basis for policy interventions in the future.

The EHG commissioned November 2024 report by Oxford Economics on 'The Environmental Impact of Horticulture and Landscaping in the UK' did not include the impact of flower farming.