



MEDIA RELEASE  
23 February 2021

The Duchess of Cornwall sends a message of congratulations to mark the 10th anniversary of Flowers from the Farm, growers of British cut flowers



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Today (Wednesday, 24th February 2021) marks the 10th anniversary of Flowers from the Farm, and The Duchess of Cornwall has sent a message of congratulations to the 1000 artisan growers of seasonal, scented British cut flowers that make up the award-winning membership association.

An avid gardener and flower arranger herself, The Duchess of Cornwall praised the work of Flowers from the Farm in bringing the joy of British garden flowers to people unable to meet over the past year. At her side was a vase brimming with fresh spring flowers supplied by third generation Cornish flower farmer, James Cock of Flowers by Clowance, including fragrant narcissi, pittosporum and eucalyptus parvifolia from Cornwall and the Isles of Scilly and tulips and hyacinths from Lincolnshire.

The message from The Duchess of Cornwall is being broadcast as part of the 10th Anniversary Conference of Flowers from the Farm, for which hundreds of flower farmers across the UK are joining online for a day of 'Celebration and Inspiration' to launch the 2021 growing season.

Her Royal Highness's video message is released today (Wednesday, 24th February) and can be seen [here](#) (please credit the video to Clarence House).



The Duchess of Cornwall said:

*“For a decade, your wonderful volunteers have encouraged more people to buy locally cut flowers; have taught others to start growing flowers for the market; and have fostered vital connections between growers across the United Kingdom...”*

She continued:

*“Over the past, challenging year, there have been few things that have had the power to cheer us up as much as our native flowers. Even when we were unable to meet, we could send one another bouquets – and, in so doing, celebrate those we love...”*

*“...I do hope you will take this opportunity to reflect on the joy you have brought to so many people, and to look forward to the next ten years of bringing the wealth and variety of British flowers to us. Happy birthday!”*

Justine Scouller, Co-Chair of Flowers from the Farm said:

*“We are deeply honoured and grateful for the support of The Duchess of Cornwall on the 10th anniversary of Flowers from the Farm. Our association brings together artisan growers in a spirit of friendship and collaboration to nurture and promote beautiful, garden-style, sustainably-grown flowers. Over the past year in particular, public support for local flower farms has been incredible, and our hope is that it will continue into the season to come.”*

Gardening broadcasters, leading florists and industry leaders including Alan Titchmarsh, Rachel de Thame, Simon Lycett, Philippa Craddock, Shane Connolly, Keith Weed (President of the Royal Horticultural Society) and Minette Batters (President of the NFU) have added their congratulations to Flowers from the Farm on a decade of raising public awareness of British cut flowers.

Shane Connolly, who holds the Royal Warrant to the Prince of Wales said:

*“Flowers from the Farm is a leader and an inspiration. Seasonal flowers are the only type of flowers I’m interested in, and seasonal flowers that are grown locally are the ones that I want.”*

To find out more about Flowers from the Farm and to search for your local flower farmer, visit [www.flowersfromthefarm.co.uk](http://www.flowersfromthefarm.co.uk).

**ENDS**



About Flowers from the Farm

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



Flowers from the Farm was founded on 24th February 2011 by Yorkshire farmer, Gill Hodgson of Fieldhouse Flowers. Now Honorary President, Gill's singular vision and determination launched a membership association, which today champions over 1000 independent, artisan growers of seasonal, scented, British cut flowers from the Isles of Scilly to the Isle of Skye. Flower farms range from allotments, cutting gardens, walled gardens to farms of 12 acres or more, and growers cultivate hundreds of different varieties over the course of a single season.

The principal aims of Flowers from the Farm remain to encourage more people to grow cut flowers for market in Britain, to promote British cut flowers, and to foster friendship and sharing through meetings, activities and communication. Since 2015, Flowers from the Farm members have joined forces to win 38 medals at flower shows, 24 at Gold including an RHS Gold medal at the prestigious RHS Chelsea Flower Show in 2018.

To find your local flower farmer or to learn more about Flowers from the Farm visit [www.flowersfromthefarm.co.uk](http://www.flowersfromthefarm.co.uk)

Media Contact

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#britishflowers

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