



MEDIA RELEASE

Double celebration for Flowers from the Farm as 1000th grower joins on the 10th anniversary of the British cut flower grower association



Jane Wilson & Nik Young of Wilsong Young Foliage

This Wednesday, hundreds of artisan growers of seasonal British cut flowers will be gathering online for the Flowers from the Farm 10th Anniversary Conference, precisely **ten years** to the day since the award-winning association was founded by Yorkshire flower farmer, Gill Hodgson.

Joining Flowers from the Farm as the milestone **1000th member** is Wilson Young Foliage run by Nik Young and Jane Wilson. Wilson Young Foliage are just the latest of 200 new flower farmers from the Isles of Scilly to the Isle of Skye to have signed up to Flowers from the Farm since the start of the pandemic. Their 2.5 acre plot in Rutland will specialise in cultivating dozens of varieties of British cut foliage and grasses for sales to florists and private customers.

Carole Patilla Co-Chair of Flowers from the Farm said:

"We are thrilled to welcome Wilson Young Foliage as the 1000th member of Flowers from the Farm, and to be celebrating 10 years of our movement and our campaign to bring back seasonal, scented, sustainably-grown British cut flowers to every home and to every celebration. Over the past year in particular, support for local flower farms has been exceptional, and we are calling on flower-lovers everywhere to continue to think local and seasonal in the seasons to come."



Lockdown also saw an almost immediate surge in demand for seasonal, scented, locally-grown cut flowers for 97% of Flowers from the Farm growers. Bouquet orders soared as people sent flowers to loved ones they could not be with in person. Second generation grower, Beth Hillyard of Cornish Blooms near Cambourne, reported a staggering 500% increase in orders for their bunches of British-grown blooms in 2020 compared to the previous year.

Flowers from the Farm has been driving the renaissance in British cut flowers for the past decade, championing the beauty and value of seasonal, scented, garden-style blooms, sustainably grown. According to DEFRA, British-grown blooms represent only 14% of the UK cut flower market, which is dominated by hothoused imported blooms from Holland and flown in as far afield as the large-scale commercial growers of Kenya, Ethiopia, Israel, Ecuador and Colombia.

About Flowers from the Farm

www.flowersfromthefarm.co.uk

Founded in 2011, Flowers from the Farm is the award-winning membership association connecting, supporting and promoting 1000 artisan growers of seasonal, scented, sustainably-grown British cut flowers. The principal aims of Flowers from the Farm are 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.

Flower farms range from allotments, cutting gardens, walled gardens to farms of 12 acres or more, and growers cultivate dozens if not hundreds of different varieties over the course of a single season. Whilst business models and plot sizes vary dramatically across the association, every one of its members acts as an ambassador for the aims and vision of Flowers from the Farm, passionate about offering locally-grown, seasonal cut flowers that do not cost the earth.

Experience, advice and expertise is openly shared through regional meetings, a closed facebook forum, regular blogs, the members' website and collaboration at shows and events. 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.

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