



MEDIA PACK

Why buy British flowers?



The first thing you do when you receive shop-bought flowers is to put the bouquet up to your nose and inhale. Naturally enough, since delicious scent is what we all expect from a bouquet. But all too often we are disappointed. This is because the flowers will have been bred to withstand the rigours of international shipping and mass production rather than to possess intoxicating fragrance.

Today, an estimated 90% of the flowers sold through florists, supermarkets and wholesalers are imported not just from Holland but flown in from growers as far afield as Ecuador, Colombia, Kenya and even Ethiopia.

Now, dip your nose into a beautiful bouquet of fresh cut flowers grown by your local British flower farmer, and the experience is altogether different. You will be enveloped in a heady concoction of delicious fragrances, charmed by their natural, soft beauty and fascinated by their variety. When you see or smell a British flower bouquet, you can be transported by fond, childhood memories of flower-filled gardens.

Flowers grown by your local flower farmer will be freshly picked and locally delivered, giving you flowers as fresh as possible and saving thousands of travel miles. Each individual flower will have the natural, unique, informal beauty that can only come from small-scale, local production.

Your local flower farmer grows with the seasons and is motivated by the excitement of harvesting the first of the sweet peas, dahlias, garden roses, anemones, larkspur, snapdragons and cornflowers rather than by predictable, year-round crops. Isn't it high time we started thinking of flowers as we increasingly do about food: valuing seasonal, fresh, locally grown and more unusual varieties over mass imports? At Flowers from the Farm, we think so.

Media Contact www.flowersfromthefarm.co.uk

Liz Anderson
M: 07976 061092
T: 01952 501594
E: liz@lizanderson.co.uk