

# Flowers from the Farm

www.flowersfromthefarm.co.uk



Photo credit: Sussex Cutting Garden

## About Us

Flowers from the Farm (FtF) is a not-for-profit, membership Trade Association dedicated to championing independent, sustainable British cut flower growers - from micro-farmers to large producers.

The majority of our members grow flowers and foliage outdoors. The season typically runs from March/April to October/November but our members are always looking for ways to extend their season with polytunnels and specially chosen early or late flowering varieties.

### Our Mission:

- Support flower growers of all scales across the UK
- Promote British flowers as a sustainable, high quality alternative to imports
- Educate the public and the industry about the benefits of locally grown
- Inspire the next generation of environmentally conscious flower farms

## Flowers with a story

Offering British flowers allows you to connect with a growing demographic of values based customers who care about:

- The environment - reducing flower miles, avoiding heated glasshouses, and protecting wildlife.
- Ethics - wanting to champion fair wages and working conditions
- Local businesses - supporting independent growers across the UK
- Sustainability - flowers grown with care, not chemicals.



Photo credit: Green & Gorgeous

# Why British Flowers?

**Distinctive varieties, sustainable practices, and a supply chain your customers can trust.**

**Distinctive selection:** Our members grow a wide range of seasonal flowers and foliage, often offering unusual varieties and flexible stem lengths.

**Varieties you won't find imported:** Delicate flowers that don't travel well and can be difficult to import are widely grown by our members.

**Accessible supply:** With low minimum order values, you can buy as little as a single mixed bucket - ideal for smaller or newer florists - while Flower Grower Hubs means our members can meet the needs of much larger events.

**Sustainable practices:** Many of our members use agroecological methods that prioritise:

- Healthy soils and biodiversity
- Limited chemical inputs
- Pollinator-friendly habitats

**Opportunities to influence the flowers you can buy:** Build a relationship with your local grower(s) and they'll often be able to help with a tricky colour scheme or even grow specifically for you.



Photo credit: Blooming Green

## How to buy British Flowers

Look on [www.flowersfromthefarm.co.uk](http://www.flowersfromthefarm.co.uk) to find your local flower farmer(s). Choose 'wholesale' in the 'Type of flowers' drop down menu to find someone who sells to florists near you.

Some growers sell by the 'bucket, this is typically 50-70 stems of the best available at that moment in time cut to your colour scheme. Buying like this is a great opportunity to discover new varieties. You can also often buy specific varieties by the stem.

Flower Grower Hubs are also currently being rolled out across the UK where multiple local growers offer their flowers for sale via a single website. Florists can order from all the growers in that hub and collect from a single location.

### Contact us:



@flowersfromthefarm



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



[info@flowersfromthefarm.co.uk](mailto:info@flowersfromthefarm.co.uk)

### Find Flowers



### Visit our Website



Photo credit: Gordan Castle Walled Garden