

FLOWERS FOR FARMS: OPPORTUNITIES AND PRACTICAL INFORMATION FOR GROWERS LOOKING TO START FLOWER FARMING IN WALES.

Are you new to flower farming in Wales? Are you looking to diversify into flower farming?

In this article, Tyfu Cymru give some starting points from Brexit to blooms...

As Brexit starts to take effect, there is likely to be an increase in demand for British grown blooms and as consumers become more aware of the 'grown not flown' message there is an opportunity for new flower farmers and potential for land owners to diversify in to Welsh cut flower production. An [NFU report](#) from 2016 titled Backing British Blooms, explores the flower market in Wales and Scotland. Tyfu Cymru has previously reported on the 'Grown not Flown' emerging trend [here](#)

'The cut flower market can learn a lot from the way the food and drink industry has promoted provenance and local sourcing as a way to tap into the increasing consumer interest in understanding where our food has come from. And it isn't a huge step from wanting to know where our milk has come from, to wanting to know who has grown our flowers. This interest is often part of a desire to buy ethically and reduce food (or flower) miles.' (TC Knowledge Hub article)

There are many viable opportunities for growing flowers in Wales; a glimpse at opportunities within the sector can be viewed within the Tyfu Cymru Knowledge Hub resources below:

- Create a tourism business - have you heard of an Insta field? See the Tyfu Cymru ['Integrating your farm in to a tourism business'](#) webinar.
- [Unlock nutrients for flowers](#) – soil health
- A downloadable toolkit on [Soilless Cultivation for Ornamentals](#) may offer an alternative growing model
- [Extending growing seasons for flowers](#) could provide additional income for your business
- Find out more through Tyfu Cymru's [A flower farmer's year](#) webinar

Tyfu Cymru can offer:

A range of 100% funded training and business support for all commercial horticulture businesses in Wales including specialist advice, peer support and expert training from the industry. **You can apply and find out more [here](#)**

What support for setting up a commercial cut flower business is currently available in Wales?

Flowers from the Farm

A UK wide membership organisation (£75 annual membership), offering support to new and existing flower farmers with a healthy membership in Wales. Members benefit from:

- Access to business advice and tips from experienced flower growers and florists, chance to network with like-minded people and to share experience at local meetings
- Opportunities to build your confidence by helping at shows and events
- Access to members' articles, templates and blogs, closed Facebook forums, monthly members' newsletter
- Eligible to get discounted prices on courses and workshops plus exclusive offers from promoted suppliers.

Courses are promoted through the events page

<https://www.flowersfromthefarm.co.uk/events-1> and include growing flowers for beginners for members.

Farming Connect

Venture programme run via Farming Connect. Venture is designed to match farmers and landowners who are looking to step back from the industry with new entrants looking for a way into farming. It guides people on both sides through the key steps required to find a potential business partner. The package of support offers a matching service, mentoring, business planning and legal advice to provide guidance at every stage of establishing a joint venture.

<https://businesswales.gov.wales/farmingconnect/business/venture>

Business planning for new entrants via Farming Connect

Similar to the advice available under the Business Planning (BP) category, this category provides comprehensive business planning advice, which encompasses the whole enterprise. This category will provide a clear picture of your current business profile, benchmarking where you are now. You will understand your strengths and weaknesses and know what you should realistically aim for in order to remain sustainable, efficient and profitable in the years ahead. This category will also focus on the particular needs and requirements of new entrants to the industry.

TyfuCymru

Lantra Wales, Royal Welsh
Showground, Builth Wells LD2 3WY

T:+44 (0)1982 552646

E: tyfucymru@lantra.co.uk

W: www.tyfucymru.co.uk

TyfuCymru is led by Lantra Wales
which is a company registered in
England and Wales.

Registered no: 2823181

Charity no: 1022991

VAT no: 585 3815 08

<https://businesswales.gov.wales/farmingconnect/business/business-planning/business-support/advice/advice-categories/business-planning-new-entrants>

New entrants' scheme through Farming Connect:

<https://businesswales.gov.wales/farmingconnect/news-and-events/news/industry-urged-grasp-opportunities-new-entrants>

For more information regarding Farming Connect please contact your local development officer:

[Your Local Development Officer | Business Wales \(gov.wales\)](#)

Farming Connect - Women in Agriculture

A cross cutting theme through the farming connect programme, eligible applicants can access services via the service centres – including agriscop groups, events and mentoring.

<https://www.walesfarmer.co.uk/news/18483410.call-women-lead-way/>

Business Wales

There is general support via Business Wales for new - factsheets and online resources

<https://businesswales.gov.wales/starting-up/>

Skills gateway via Business Wales <https://businesswales.gov.wales/skillsgateway/starting-your-business> signposts to online factsheets

Organic Growers Alliance

OGA have online resources and have one webinar on soil health for flower growing:

In December 2020, The Organic Growers Alliance (OGA) and the Soil Association hosted a free webinar for new and established flower growers. OGA member Jez Taylor, Head of the Market Garden at Daylesford Organic Farm, shared his wealth of knowledge, experience and enthusiasm. Jez spoke about how flower growing works well alongside a vegetable enterprise, particularly because there is flower work to be done in the winter when things are quieter for veg growers. He talks through his tips and favourite varieties, covering bulbs, perennials, annuals and protected crops.

<https://www.youtube.com/watch?v=SX3fi2a7ZCM&feature=youtu.be>

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OGA offer a mentoring programme in collaboration with The Land Workers Alliance: The mentoring programme is open to people who have been running a business (or who have a decision-making role in a farming business) for less than five years.

Unfortunately, at this stage, the programme is not open to people who have not yet started their business. The programme is open to people across all different farming sectors.

Additional flower courses in Wales

- The Flower Meadow, Llain Manal, Penrhiwpal, Llandysul, Ceredigion, SA44 5QH
<https://www.theflowermeadow.co.uk/courses> Includes: Design and seed/plant ordering, soil preparation, sowing/planting, maintenance and succession planning
- Farhill Flowers, Elm Farm, Far Hill, Llanishen, Chepstow, NP16 6QZ
<https://www.farhillflowers.co.uk/news/> - grow your own cut flowers.

Tyfu Cymru offers many flower farming resources through its **knowledge hub** but if you would like to discuss your plan for flower farming or any other commercial horticulture plan and training needs, please get in touch with the Tyfu Cymru team: tyfucymru@lantra.co.uk

Other useful resources and support

Land Workers Alliance

Offer the **Farm Start programme**: <https://landworkersalliance.org.uk/farm-start-network/>

LWA have produced an online guidance to start a farm.

<https://landworkersalliance.org.uk/wp-content/uploads/2018/10/Farm-Start.pdf>

They offer peer-to-peer and mentoring for farmers – the website does not specially mention flower farming and it's not clear what costs are attached to the peer to peer aspect of the programme. The mentor programme is being run as a pilot and there is a cost of £150 for members and £200 for non-members (application for 2021 are now closed):

<https://landworkersalliance.org.uk/wp-content/uploads/2020/09/Application-Guidelines-2021.pdf>

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