

BRITISH CUT FLOWER FACTS

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BRITISH CUT FLOWER INDUSTRY OVERVIEW

ONLY 14% OF FLOWERS SOLD IN THE UK ARE GROWN DOMESTICALLY, DOWN FROM 60% IN THE 1970S (FLOWERS FROM THE FARM, 2023)

THE UK IMPORTS APPROXIMATELY £800 MILLION WORTH OF CUT FLOWERS ANNUALLY (BRITISH FLORIST ASSOCIATION)

THE BRITISH CUT FLOWER INDUSTRY HAS GROWN BY 25% IN THE LAST FIVE YEARS, WITH OVER 500 SMALL-SCALE FLOWER FARMERS NOW OPERATING IN THE UK (BRITISH FLOWERS WEEK REPORT)

ENVIRONMENTAL IMPACT

IMPORTED FLOWERS TYPICALLY TRAVEL 4,000+ MILES, GENERATING SIGNIFICANT CARBON EMISSIONS - UP TO 35KG CO₂ PER BOUQUET FOR AIR-FREIGHTED FLOWERS (FLOWERS FROM THE FARM)

LOCAL BRITISH FLOWERS HAVE A 90% LOWER CARBON FOOTPRINT COMPARED TO IMPORTED BLOOMS (DEFRA AGRICULTURE STATISTICS)

IMPORTED FLOWERS OFTEN REQUIRE POST-HARVEST CHEMICAL TREATMENTS TO SURVIVE LONG TRANSPORT TIMES (ROYAL HORTICULTURAL SOCIETY)

HEALTH & CHEMICAL USE

CONVENTIONALLY GROWN IMPORTED FLOWERS CAN USE UP TO 50 DIFFERENT PESTICIDES, FUNGICIDES, AND FUMIGANTS (SOIL ASSOCIATION, 2023)

BRITISH ORGANIC FLOWER FARMS USE NATURAL PEST MANAGEMENT TECHNIQUES, REDUCING CHEMICAL EXPOSURE FOR WORKERS AND CONSUMERS

WORKERS ON INTERNATIONAL FLOWER FARMS OFTEN EXPERIENCE HARMFUL PESTICIDE EXPOSURE, WITH INADEQUATE PROTECTION (INTERNATIONAL LABOUR ORGANISATION)

ECONOMIC BENEFITS OF BUYING BRITISH

EVERY £10 SPENT ON BRITISH FLOWERS GENERATES AN ADDITIONAL £15 IN THE LOCAL ECONOMY (NEW ECONOMICS FOUNDATION)

BRITISH FLOWER FARMS TYPICALLY EMPLOY 5 TIMES MORE PEOPLE PER ACRE THAN CONVENTIONAL AGRICULTURE (COUNTRYSIDE ALLIANCE)

SMALL-SCALE BRITISH FLOWER FARMS HELP PRESERVE TRADITIONAL AGRICULTURAL SKILLS AND HERITAGE VARIETIES

SEASONAL BENEFITS

SEASONAL BRITISH FLOWERS LAST LONGER IN THE VASE AS THEY'RE FRESHER -

TYPICALLY 5-7 DAYS LONGER THAN IMPORTED BLOOMS (BRITISH FLOWER COLLECTIVE)

BRITISH SEASONAL FLOWERS TYPICALLY USE 60% LESS ENERGY THAN HEATED

GREENHOUSE OR IMPORTED FLOWERS (CENTRE FOR ALTERNATIVE TECHNOLOGY)

SEASONAL FLOWERS REFLECT THE NATURAL RHYTHM OF BRITISH LANDSCAPES AND SUPPORT NATIVE WILDLIFE AND POLLINATORS (WILDLIFE TRUSTS)

