



FIELD GATE FLOWERS
THE CUT FLOWER COLLECTIVE

Field Gate Flowers &

The Cut Flower Collective weekly newsletter

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(Please note if reading this at a later date that some links may no longer be valid.)

Roz guests on the RHS podcast and Seed to Vase is about to begin...



Good morning from chilly North Bucks where the skies are still a shade of grey, albeit slightly lighter than earlier in the week!

What is keeping us going on these misty cold days is that my flagship growing course Seed to Vase begins on Monday. After launching the course at our final Cut Flower Masterclass earlier this week, we have been delighted by the enthusiasm of those signing up to join us for the 2025 run. Excited students already registered are a mix of complete newbies and some with a couple of years of growing experience. We also have course members who are involved with community growing projects and some who are growing for their – or a family member's – wedding flowers. If you'd like to join but haven't yet taken the leap (and yes, we know it's a commitment to sign up for an 8-month course), do have a read of all [the FAQs on the course website](#) and contact me if there's things you'd like to talk through before making a decision – a link to my diary is in the Seed to Vase focus piece that follow on in this newsletter.

February has brought more excitement in the form of an invitation to guest on the RHS's gardening podcast. I was sent my own RHS microphone to use for the recording (and yes, it was collected again the next day) and put at ease by presenter Poppy Waring. Read more below, where we've also included the link for you to listen to the episode which is now live.

Along with many of you, we are gearing up for the sowing and growing season at Field Gate – polishing up the starting

blocks and taking bets on what will flower first: ranunculus or sweet rocket?

Wishing you the best for the week ahead.

Roz

SEED TO VASE – REGISTER NOW TO BEGIN ON MONDAY



SEED TO VASE

**An 8-month, online, interactive cut flower growing course.
Starts 17th February 2025 - REGISTER NOW TO JOIN**

There is less than 48 left to register for [our 2025 Seed to Vase course](#) which begins online on Monday. **Registration will close at midnight (UK time /GMT) on Sunday 16th February.**

If this is new news to you (where have you been?!) or you have questions about whether it's the right course for you, [have a look at our course website](#) which includes more detail on the modules, answers to Frequently Asked Questions, testimonials from past students and options for payment plans.

The course is designed for those new to growing as well as those with one or two year's experience. Modules are based around step-by-step tutorials and actionable advice that will help you succeed at:

- Soil preparation, putting the soil you have to your best advantage
- Growing from seed, transplanting your seedlings, and propagating for further growth
- Watering and caring for your blooms
- Cutting, conditioning and arranging flowers for professional-looking displays.

Along with this we'll include masterclasses on specific topics such as bulbs, foliage and perennials.

Each month, Roz and Alison host a live Q&A within the Seed to Vase Facebook Community and we welcome regular Guest Speakers on a variety of relevant topics. By the end of the eight-month run of the course, you'll have learned skills to enjoy for a lifetime whilst growing confidence in your growing ability and making friendships along the way.

[More information and the link to register is here.](#)

[Further questions? Book a 15 minute call with Roz today or tomorrow.](#)

Let's work together for a blooming 2025 and beyond...

THIS WEEK'S FEATURED PODCAST: GARDENING WITH THE RHS (AND ROZ)



The tables turned this month when Roz was invited to appear as a guest on the Royal Horticultural Society's popular podcast 'Gardening with the RHS'. The episode was published this week and is available to listen [via the RHS Podcast webpage](#) or by searching 'Gardening with the RHS' on your chosen podcast provider (Google, Apple Podcasts, Spotify,

etc).

Roz chatted to presenter Poppy Waring about her top tips for having a cutting patch, what to grow, how to grow... etc. All things cutting flowers. The podcast describes its guests as, 'RHS experts, garden designers, scientists, growers, and the movers and shakers of the horticultural world', so Roz has most definitely hit the big time!

MOST WANTED DAFFODILS

WANTED



Have you seen these daffodils?

Above, L-R: Narcissus 'Mrs RO Backhouse', 'Narcissus Mrs William Copeland', Narcissus 'Sussex Bonfire'

With snowdrops now two-a-penny, Narcissi sightings have taken precedence. The RHS and [Plant Heritage](#) have opened [Daffodil Sightings](#) – where you can log first sightings of daffodils around the UK.

In particular, they are on the hunt for three 'Most Wanted' narcissi. These three rare varieties are not currently for sale, so if you think you have them in your garden or have spotted them somewhere, do get in touch via [the 'Submit a rare daffodil sighting' email link](#) on the RHS website.

[More information on the rare three and how to log any daffodils you see are in this video.](#)

COMING UP IN GROWTH CLUB



Roz and Tom have been doing some intensive planning for new training for Growth Club members over the coming months. Whilst some of our members have been with us since we launched in the autumn of 2023, we've recently welcomed new members – and we want to keep trainings and content useful and relevant to all.

Over the next few months, we'll be covering a variety of topics under the following headings:

1. Business Strategy & Growth
2. Sales & Conversion
3. Branding & Messaging
4. Digital Marketing
5. Social Media & Community Building
6. PR & Visibility
7. Customer Experience & Service
8. Mindset & Personal Development
9. Operations & Efficiency
10. Networking & Partnerships

Wow, that's a lot. Brace yourselves!

If you have a small business that you'd like to take to new levels in 2025 and beyond, check out the benefits and trainings that [Growth Club membership](#) has to offer. From the day that you join, you have access to all workshops, talks and presentations that have taken place since Growth Club began in September 2023.

JOBS FOR THE WEEK



Prick out and propagate Antirrhinums. If you sowed your Antirrhinums in early autumn as we did at the farm, your plantlets may be starting to get 'leggy'. An easy way to deal with this -and increase your plant population at the same time- is to pinch them out. Snip off the upper half / two-thirds of the stem, just above a growing tip, leaving two pairs of leaves on the original plant. Pot the snippings into a new container, keep them warm and moist and within a short time they should grow their own roots and be independent plants. The original plants will continue to grow and become more bushy and give you more flowers – win:win.

Cut down perennials. If you left perennials to cover the earth and provide food for wildlife over winter, you can now start to clear them away to make way for spring growth. There's no better feeling than chopping off dead growth to reveal small green shoots peeping through. If they're not already there, they will be soon. Compost all the foliage you cut away.

Deadhead winter pansies and other bedding regularly. Remove any surrounding weeds and any foliage affected by downy mildew.

COURSES AND MEMBERSHIPS

Any questions? Ask me in my Facebook groups:

[The Cut Flower Collection from Field Gate Flowers](#) (for anyone passionate about growing cut flowers) [Growth &](#)

[Profit in your Cut Flower Business](#) (for flower farmers or those about to embark on a cut flower business)

Membership groups:

The Best Bunch

Growth Club.

Roz