



FIELD GATE FLOWERS
THE CUT FLOWER COLLECTIVE

Field Gate Flowers &

The Cut Flower Collective weekly newsletter

Published 18 January 2025

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

Embracing the winter months



Good morning to all.

When you're itching to get growing, it's difficult not to wish the often cold and grey month of January away... But I've learned from experience to focus on groundwork during the first few weeks of the year as once plants start putting on growth there will be little time to plan and prepare.

On the farm this means tidying and cleaning, having an audit of our seeds and ordering any that we don't yet have in stock. Online, we're busy preparing for our Cut Flower Masterclasses that take place in the Kick-off group in February, fine-tuning course material for Seed to Vase which begins in late February and scheduling a multitude of courses and webinars for The Great British Flower School.

Alongside all of this, I urge you to make the most of the dark evenings, whether this be in learning new skills from an online course or books, planning your business or hobby garden, or simply indulging yourself with some full-on TV time. As nights get lighter, there will be plenty of time to get out in the plot and probably not enough hours in the day, so enjoy a bit of downtime while you can!

Roz

THE CUT FLOWER PODCAST: GROWING IN SMALL SPACES



In this week's podcast, Roz's addressed the challenges but also the advantages of growing in small spaces. Many of [our Cut Flower Kick-off group](#) members have said they have little space to grow in but are still really keen to cultivate cut flowers. It is definitely possible, and small spaces can be surprisingly productive when planned well.

[Listen here](#) and head over to the In [Kick-Off group](#) where we'll be posting an accompanying PDF to download for free.

For more episodes from The Cut Flower Podcast, access [the Archive here](#). Subscribe via Apple Podcasts, Google Podcasts, Spotify or your chosen podcast provider to receive notifications of new episodes.

EMBRACE WINTER WITH AN EARLY GARDEN VISIT



Garden visits may feel like an activity for Easter onwards. However, there's lots of enthusiasm in gardening circles for celebrating the joy of winter gardens and it can be fascinating to see how certain aspects of a garden come to the fore when not having to battle with the busyness of summer colour. Visiting a garden is also a very good reason to get outdoors for a dose of fresh air and gentle exercise.

In the UK, the National Garden Scheme (NGS) are promoting a collection of Snowdrop and Spring Flower gardens that are open to visitors as early as this weekend. "From swathes of snowy white blooms to colourful mixtures of aconites, hellebores, iris and crocus under early blossom there is a garden visit to lift your spirits as the year begins." To search for an Early Opening Garden, including those starring Galanthus (Snowdrops), [visit the NGS website here](#) (look out for the cup of tea symbol for the bonus of a warm cuppa during your visit).

THE CUT FLOWER KICK-OFF

If you haven't already joined us in [The Cut Flower Kick-off Facebook group](#), here's what's already waiting for you:

Free resources now available in
**The Cut Flower Kick-off
Facebook Group**



Recordings of Sunday evening
'Fireside chats' with Roz & Alison

Turning your cut flower
passion into a side-hustle

All About Flower Seeds - PDF download

Wisdom & inspiration from Roz's
podcast guests

Growing flowers for a wedding -
PDF guide

And here's just a few of the things that we've got coming up:

Coming up in the next few weeks:



Growing in small spaces
- podcast & PDF download



Gardening for mental & physical health:
Podcast, PDF download and 'Live' broadcast



3 x 1 hour free Masterclasses
with Roz & Alison

PLAN YOUR PLOT FOR 2025



New Look for 2025

HARDY ANNUALS REQUIRING NO PROTECTION		
<p>These hardy annuals may require protection in northern parts of the UK, or even in southern parts if winter is harsh. Keep an eye on the weather, and if hard frosts are forecast, protect sowings with cloches or horticultural fleece.</p>		
<p>Briza maxima</p> 	<p>Germination instructions</p> <ul style="list-style-type: none"> • These can be sown directly in spring where they are to flower. • Sow them 3cm deep in rows 20cm apart in soil that has been well cultivated and raked to a fine tilth. • Germination can be slow and erratic. • Choose germinated seed and seedlings are large enough to handle 8cm to 25cm spacing. Regular thinning is essential. • Autumn sowings will germinate the following spring. 	<p>Growing instructions</p> <p>This plant prefers a sunny position with well-drained soil and will tolerate more soil types.</p>
<p>Cornflowers</p> 	<p>Annual cornflowers are among the easiest of hardy annuals to grow. Simply scatter and water; be rewarded with masses of their ruffled blooms. The bright blue ones are the favourite on the farm - they are electric blue and simply stunning. Do support your cornflowers with a cane at each corner and run string around the plants to stop them from flopping.</p> <p>Germination instructions</p> <ul style="list-style-type: none"> • Sow indoors for early summer flowers the following year. • Sow onto moist seed compost. Cover with a fine sprinkling of soil. Propagate at 15-20°C. 	<p>Growing instructions</p> <p>Do not fertilise as this encourages leaf growth instead of flowers. This bloom likes to be crowded.</p> <p>Cultivation instructions</p> <p>Support needed. Deadhead regularly to extend the</p>

APRIL – lots of work to be done in the cutting patch.

GENERAL MAINTENANCE

- Prune back lavender and penstemon.
- Put in place a staking and support system.
- Remove all dandelions – dig out by the root.
- Protect the new shoots of hostas, delphiniums, lupins and other vulnerable plants from slugs and snails.
- Cut dogwoods, willows, Cotinus and

PROPAGATION

- Take basal cuttings from clumps of perennials, such as delphiniums, campanulas and lupins.
- Prune hydrangeas, cutting back the old stems to a healthy shoot lower down.

SOWING AND PLANTING

- It is the prime time to sow herbs.
- Sweet pea seedlings can be planted

We have limited copies of the 2025 Cut Flower Guide and Planner still available and this is the perfect time to get started

on your plans for this year's growing. [Order yours here.](#)

In addition to a month-by-month guide to sowing and growing and a host of downloadable resources, we're giving planner purchasers the link to download our 4 flower masterclasses (Sweet Peas, Dahlias, Peonies and Roses).

All this content would be worth £125 if bought separately from our website --- and you'll be able to access it for free with the planner, which will set you back just £24.00 (free P&P within the UK). [Click here to purchase.](#)

GROWTH CLUB: STRATEGY, RECORDED...



Growth Club 2025 Strategy Session

RECORDING NOW AVAILABLE

If you missed Roz and Tom's Growth Club Strategy Session this week, you can still access the recording and get your business year off to a perfectly planned start. It's right [here](#).

Starting as you mean to continue? We're offering a very special Growth Club subscription rate to the first 10 people who click on the 'link to join' that we've included on the recording page. You'll be able to join Growth Club at the annual price of £149 (usually £199).

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.

COMING UP AT THE GREAT BRITISH FLOWER SCHOOL

The Great British Flower School

JANUARY
14 LIVE Webinar:
Imposter Syndrome with Elyssa Smith

JANUARY
28 LIVE Demonstration Webinar:
Fundamentals of Eco Floristry

FEBRUARY
3 *Fundamentals of Eco Floristry*
- new online course begins

FEBRUARY
25 LIVE Webinar, to launch:
Bossing it with Bouquets course

MARCH
3 *Bossing it with Bouquets*
- new online course begins

MARCH
25 LIVE Demonstration Webinar:
Eco Farewell Flowers

MARCH
31 *Eco Farewell Flowers*
- new online course begins

APRIL
dates
tbc
Two day on-site Course -
Church Wedding Installations -
Foam-free Urns, Archways &
Meadows

Venue: North Bucks

MAY
5-8 Four-day Floral Retreat
- Catalonia, Spain

Details and registration:

<https://fieldgateflowers.kartra.com/page/CatalonianFloralRetreat>

Dates for your Diary

We had a very enthusiastic response to our Live Webinar with Elyssa Smith on Tuesday evening. Although 'Imposter Syndrome' may not be the first thing you think of when you join a sustainable floristry group, there are many of us in floristry and flower growing telling ourselves various stories about why we can't make our business a success. If you feel that you're 'self-sabotaging' your business, perhaps based on past experiences, do join the group and access the recording of Elyssa's talk which we've pinned under 'Featured'.

Ali and Roz are working hard to put the finishing touches to courses and webinars coming up over the next few months. See the infographic above for dates to add to your diary and make sure that you're a member of the free Facebook Group **Sustainable Floristry for Everyone** to get the latest updates and access webinars.

Next up is our live demonstration on 28th January. If you're not yet a member of the Facebook Group, [please leave your details here](#) and we'll send you a link to join. (If you've registered but haven't yet joined the group, there's lots of chat going on and we've already shared lots of free resources and 'real life' experience, so do come in and join the conversation.)

FIELD GATE FLOWERS GIFT CERTIFICATES

Our Gift Certificates come in denominations of £25/£50/£100 and are sent by email so you can forward on or request for them to be sent directly to the recipient with a gift message.



The Gift Certificates are valid for 12 months from the date of issue and redeemable against floral purchases, courses and workshops from Field Gate Flowers and The Cut Flower Collective. For full Terms and Conditions and to purchase a voucher, [please click here](#). (If you require a Gift Certificate to a bespoke value, please [contact us](#) with your request.)

JOBS FOR THE WEEK



Test the pH of your soil:

Do this in a number of places if you have a large garden or plot as results may vary. Plant accordingly... If your soil is on the alkaline side, for example, you're going to struggle growing hydrangeas.

Discard broken pots and containers

Throw away any containers or pots that are beyond repair – it's a new year; have a fresh start! Trawl charity shops, reclamation yards and car boot sales for second-hand pots to make an eclectic mix in your garden.

Review your pest and disease strategy

If you made notes last year, check them over to remind yourself which pests you'll need to prepare for and set yourself reminders to check for these earlier in the year. Our 'go-to' people for advice on pests and biological control methods, is [Ladybird Plantcare](#).

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