



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.)

Direct sowing, Flourish on demand and salivas galore



Gosh, where did April go? In my podcast chat with Annabel and John of Middleton Nurseries, we all agreed that this is the time of year where things really start to gather pace in the flower and horticulture world. Hang on tight, we're off!

Do have a listen to this week's podcast episode – I was bowled over by Middleton Nurseries and yes, I did visit them soon after and came back with a car boot full of salvias. I'd heartily recommend a visit to their website or their stand at one of the upcoming flower shows if you'd like to see their plants (salvias and other perennials) in person.

We've continued to pick and pull ranunculi and tulips this week and I've spent many hours delivering our beautiful stems to florists in and around London. In addition, subscription buckets have started to go out, so do get in touch if you live in the MK16 area and would like to order a regular or one-off bucket of blooms.

This time next week I will be packing my bags for Flores in Fronteta, our luxury Catalanian Floral Retreat, along with Ali Conway, Tom Coleman and our guests. Stay tuned to my Instagram Stories for updates!

Wishing you all the best of growing as we head into May.

Roz

HERE COME THE FLOWER SHOWS...



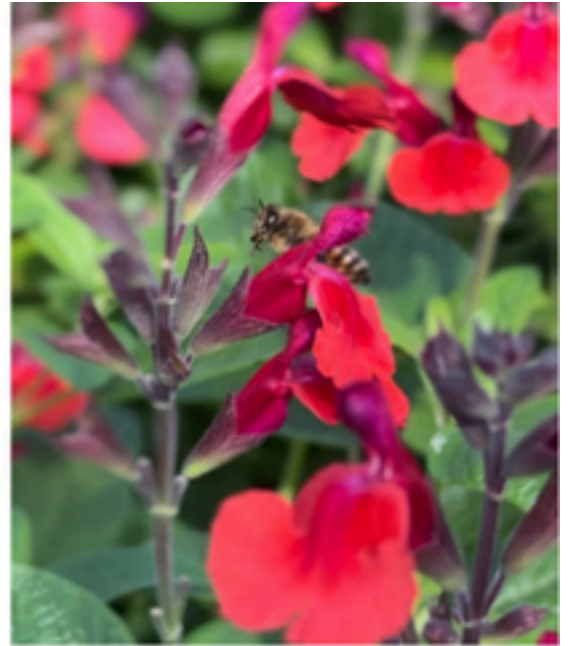
The Malvern Spring Show kicks off the RHS (Royal Horticultural Society)'s season of flower shows across the UK. Between 8th and 11th May, the Three Counties Showground at Malvern in Worcestershire hosts a celebration of inspiring blooms, show gardens, talks and demos, alongside exhibition stands from a huge range of nurseries, growers and outdoor supplies companies.

Highlights of the Malvern Show this year include The Festival of Houseplants, Spring Show Gardens (something for everyone) and a host of Guest Speakers, including previous Cut Flower Podcast guests Anya Lautenbach and Helen Cross and Best Bunch guest speakers Jonathan Moseley and Martin Fish (don't say you don't get to see and hear the BEST guests here first).



L-R: Anya Lautenbach, Jonathan Moseley, Helen Cross, Martin Fish

THE CUT FLOWER PODCAST: THE VERSATILITY AND VIBRANCY OF SALVIAS



This week on the podcast Roz is joined by John and Annabel from Middleton Nurseries. Middleton is a thriving family run perennials business, running since 1975 and now specialising in salvias. Have a look at [Middleton's Instagram Reel introducing themselves](#) and you'll get a feel for the genuine enthusiasm and knowledge behind the nursery.

Roz's conversation with John and Annabel delves into the unique qualities of salvias as cut flowers, the intricate process of breeding new varieties, and the joys and hurdles of running a seasonal, weather-dependent business. They also explore the pride that comes from maintaining a multi-generational business and the importance of community support

in the gardening world.

Roz was so motivated by their chat that she hopped in the car and went to visit them. Two days later and there are lots of new salvia plants in the borders at Field Gate Farm! If you fancy a visit yourself, you can book onto one of Middleton's Open Days over the Whitsun Bank Holiday weekend [here](#) or say hello at one of the [2025 garden and flower shows](#) where they're taking stand. And of course... follow them on Instagram [@middleton_nurseries](#)

Ready for more episodes? [The Cut Flower Podcast archive has them all here.](#)

Subscribe via your chosen Podcast provider (Apple/Google/Spotify etc) and you'll be sent notifications as each new episode arrives.

FLOURISH ON DEMAND



The Great British Flower School

Flourish on demand

You asked and The Great British Flower School has responded...

For those unable to commit to a longer online course or attend our workshops in person, we've put together two 'on demand', self-taught eco-floristry packages for you to purchase and access at a time that suits you. These courses are designed for beginners or those looking to upgrade their floristry skills or transition to environmentally friendly methods:

1. Blooming Basics

Your simple start to the art of eco-floristry in 4 video lessons + downloadable PDFs for each module.

2. Flourish Foundations

Go a little deeper and build your eco-floristry confidence with 6 video lessons, each with an accompanying PDF to download.

[Explore more about these courses and find the links to purchase them here.](#)

But... if you prefer more interaction and feedback on your work, Ali and Roz will be running more group online courses later in the year (dates TBC), or there are a variety of workshop trainings on site at Field Gate Farm and nearby venues – [DETAILS](#) and [BOOK NOW](#).

GROWTH CLUB: ARE YOU COVERED?



Are you covered for everything that might happen in your business? If someone comes onto your site, if you install something in someone else's site, if you post on their social media, if you mention their brand, if your product harms someone accidentally, if your business goes bust.... There are so many things you might need to be insured for and you're definitely better to be safe than sorry!

Our Growth Club guest speaker on 30 April – Mark Lovatt of Lovatt Insurance - plans to bust those myths of what cover you do, don't and might need in your business. [Join Growth Club today](#) to attend Mark's talk and Q&A session live and you'll also gain access to all past workshops and talks since Growth Club was founded in September 2023.

More information on Growth Club membership benefits and rewards, plus the link to join us, is [here](#).

JOBS FOR THE WEEK



Start direct sowing

As the weather and the ground both warm up, the starting pistol has sounded for direct sowing. At Field Gate we have a relatively mild climate, so late April / early May is a safe time to begin sowing outdoors but do check your local conditions (chat to neighbours or other allotment holders for advice if you're not sure). At Field Gate we'll be sowing (in addition to any we've already got going in the poly tunnel), *Cosmos*, *Amaranthus*, *Papaver* and *Eschscholzia* (poppies), *Ammi visnaga* and *Orlaya grandiflora*.

Check for aphids

Sap-sucking bugs such as greenfly or blackfly may already be making an appearance in your plot or in polytunnels and greenhouses. Outdoors, you may want to leave them for their natural predators, birds, ladybirds, hoverflies, lacewings and earwigs, to take care of. However, if the aphid population increases they can weaken plants and spread viruses. It's also a good idea to act early if you spot them under cover as their numbers will rapidly increase in warmer conditions. Spray plants with a solution of horticultural soap and/or introduce predatory larvae.

Remove dandelions

Dandelions don't hang around. Already they're flowering and spreading seed through those clever, clever dandelion clocks. Remove unwanted dandelions by the root or, if in a hurry, at least deadhead them before they get the chance to set seed. Some people use dandelion leaves, flowers and roots to make a herbal tea, or add the leaves to a green salad. **Please do your research thoroughly however before making any herbal remedy.**

Shade greenhouses and polytunnels

Temperatures have been very high in our polytunnels at Field Gate. We usually have most of our seedlings planted out by the time it gets too hot inside the tunnels but this year we plan to spray removable shading paint onto the most affected side. For smaller structures, you can attach fabric or net shading as a temporary measure to remove at the end of summer. [More ideas here.](#)

[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