
Flowers from the Farm appoints its first board

Sustainable florist Cissy Bullock becomes education lead



Portrait of sustainable florist Cissy Bullock by Roger Bool.

Flowers from the Farm has appointed its first board of directors. Founded in 2011, the organisation became a trade association in 2024 to meet the needs of its rapidly growing membership base, reflecting a boost in demand for UK-cut flowers. Now representing over 1000 small-scale flower farmers across the UK, Flowers from the Farm supports the professional development of its members, advocates for sustainable growing practices and runs British Flowers Week each year in June. Its achievements stretch from creating the first foam-free floristry display at the RHS Chelsea Flower Show in 2018 to bringing seasonal flowers to the heart of the coronations for HM King Charles and Queen Camilla in 2023.

A leading proponent of sustainability in the UK floristry industry, Cissy Bullock is the founder and creative director of Wildstems, a pioneering season-led wedding and



event floral studio, and is the co-founder of The School of Sustainable Floristry, a first-of-its-kind season-led floristry school. Cissy joins the board, taking on a new pivotal role as Education Lead, a role which will inform how the organisation inspires and influences the next generation of growers.

In her new role Cissy will develop training for members, working towards creating a vocational flower farming qualification to encourage flower farming as a career choice and raise awareness among the general public on the good, the bad and the ugly of the cut flower industry.

"In general, the floristry industry - and the growing of flowers for floristry - is woefully unsustainable. Strengthening our local cut flower sector is critical if we are to transition our floristry industry towards a more sustainable future. I am looking forward to being a part of the leadership of Flowers from the Farm and to driving this change forward."

– Cissy Bullock, education lead, Flowers from the Farm

"The transition of Flowers from the Farm into a Trade Association marks an important stage in the development of the UK cut flower industry. Demand for British flowers has never been higher, and our newly appointed Board will be critical in supporting our members and delivering our strategic vision in the coming years."

– Sarah Wilson, chair, Flowers from the Farm

Notes to editors

Portraits of Cissy Bullock by Roger Bool can be downloaded via this link:

<https://tinyurl.com/Portraits-of-Cissy-Bullock>

Flowers from the Farm

Flowers from the Farm is a trade association dedicated to supporting UK flower farmers and promoting the values of sustainable and ethical flower farming. Through education, advocacy, and collaboration, the organization works to create a thriving and sustainable cut flower sector that prioritizes environmental responsibility and fair practices for workers across the industry.

flowersfromthefarm.co.uk



Cissy Bullock

Despite coming from a family of gardeners, Cissy Bullock only entered the UK floristry industry after a decade of living and working in Asia. Early on in her career, she made a commitment to sustainable growing practices, particularly around seasonal flowers. Her wedding and event floral studio Wildstems went from strength to strength as clients wanted more sustainable and local flower options. This success made her realise the next generation of florists needed a radically different kind of training than she had received, leading to co-founding the School of Sustainable Floristry with Lucy Copeman.

The School of Sustainable Floristry

Where seasonality and sustainability are at the forefront of food, the appreciation for natural cycles and locally grown produce is strangely absent from the world of flowers. That's why The School of Sustainable Floristry's founders Cissy Bullock and Lucy Copeman came together in 2021, uniting a shared passion to reimagine floristry from the root up. Together they are pushing seasonality and sustainability to the forefront of flowers, challenging the status quo of monocrops, pesticides and carbon-intensive transport.

Through a range of workshops and courses, the School is the only place training a new generation of sustainable florists and amateur flower lovers in season-led floristry, to lead this revolution in thinking and practice. The School champions locally grown flowers and embracing the seasons. It teaches a modern form of floral design, creating floristry that is anchored in time and place while simultaneously nurturing the local economy, environment and biodiversity.

Upcoming workshops at The School of Sustainable Floristry:

- Winter flowers immersion day – 5 February
schoolofsustainablefloristry.co.uk/half-full-day-workshops/p/floral-immersion-days
- The full story: from seed to centrepiece – 18 March
schoolofsustainablefloristry.co.uk/half-full-day-workshops/p/the-full-story-from-seed-to-centrepiece
- A day on the flower farm: grow, gather & create – 19 March
schoolofsustainablefloristry.co.uk/half-full-day-workshops/p/floral-immersion-days-sz7aa

schoolofsustainablefloristry.co.uk