



## **Flower Farmers of Ireland report growing interest in Irish-grown flowers**

A growing number of “flower farmers” are cultivating their passion for beautiful fresh flowers and growing their own flowers and foliage on Irish soil.

Over 95% of cut flowers sold in Ireland are imported from abroad, involving significant air miles. However, more and more consumers are now seeking out home-grown alternatives, according to Britta Baranowsky, Chairperson of the Flower Farmers of Ireland group.

The group currently has almost 60 members spread across Ireland. They share their knowledge and expertise with each other through online forums.

From July 5-11, the organisation is running **Irish Flower week**, an annual celebration of the wealth and variety of Irish cut flowers, plants and foliage.

“Our aim is to shine a spotlight on Irish flowers, to showcase the passion and skill of our members and the beauty of their produce. We hope to raise awareness of the increased availability of Irish home-grown flowers and educate consumers on when Irish flowers are in season. We want to encourage the public to support local by buying more Irish flowers”.

She encouraged consumers to check the Flower Farmers of Ireland website to see profiles of the members that are now growing and selling fresh flowers and foliage from Irish soil. Most Members also have active social media accounts where they share updates on the highs and lows of growing fresh flowers in the Irish climate.

Britta Baranowsky said the Covid pandemic has encouraged many consumers to re-assess their buying habits, particularly when it comes to sustainability and environmental issues. “For example, our Members report a growing interest in buying from sources that are growing pollinator-friendly plants, given the need to support our vulnerable bee-populations.”

“We are also seeing increased online sales channels developing, with the courier network able to deliver fresh flowers nationwide”.

Britta said that the group’s Members tend to be creative individuals, with a keen eye for design and a passion for sustainability in everything they do. “They also tend to be resilient individuals with a good work ethic, as growing fresh flowers is labour intensive and subject to many and varied challenges – particularly the weather”.

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To find your local Flower Farmers of Ireland member, see [www.flowerfarmersofireland.ie/](http://www.flowerfarmersofireland.ie/)