

Press release from the British Florist Association.

Mother's Day- business as usual for UK florists.

Florist around the UK have seen unprecedented circumstances, but flowers are in the shops and online business is back to normal and bucking the climate as Mother's Day sales hit the high volumes we expected.

As flowers sales in the Netherlands Auction houses have been hit hard by the slump in worldwide sales of flowers, the same cannot be said for UK florists. As wholesalers and sundries suppliers maintain the transport required to get this week's deliveries arriving as normal.

With government guidelines and information, shop, staff and delivery drivers are now well informed as to what they must do to protect their customers and themselves. The business of Mother's Day is well and truly underway.

John Davidson from Tom Brown Wholesale Flowers said

"Currently the supply chain from Holland has not let us down throughout our locations in the UK. All pre-orders have been fulfilled and the auctions are working well though the growers have been restricted to how much product they can send in. 30% of the previous weeks volume. As wholesalers we are holding slightly more stock as, despite the uncertainty, we want to make sure we can support the florist's requirements.

I am proud of the way our industry has come together, our Dutch counterparts, Dutch and UK suppliers / wholesalers are working around the clock to make sure not only this week goes well but that we also have an industry beyond the challenges we are all facing"

Dennis Van Wonderen from Van Wonderen Flowers in Sunbury said

"We are facing some unprecedented times with many challenges. Whilst we cannot predict the future there is one thing we do know for certain and that is our commitment to our customers. No matter how depressing the times ahead may get, our fresh flowers will still put a smile on your face. We will still come out even if you choose not to. Mother's Day flower orders will still be delivered"

Flowers will always portray such emotion and feelings. Supporting the florist's businesses around the country will ensure that our floral industry will bring joy to thousands on Mother's Day.

Note to Editors

The British Florist Association is representing industry interests at local and national government level and to the media. As the only trade association in the florist industry that is recognised by Government both in the UK and EU. The voice of the industry representing 7,500 UK florists.

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