



**Churchtown Farm, St Martin's, Isles of Scilly. TR25 0QL**  
**Telephone: 0845 345 1691 Fax: 01720 422800**  
**[www.scillyflowers.co.uk](http://www.scillyflowers.co.uk)**

Dear Friends,



Fishing has always been one of the industries of the Isles of Scilly and St Martin's has three fishing boats that leave the harbour daily in search of delicious lobster, crab and other fruits of the sea. It's wonderful for us to live where there's always a supply of fresh fish, straight from our crystal clear waters.

At **Scents from the Islands** we have our very own fisherman, who sets off for the Eastern Isles daily in his little open boat, which is called The Rockhopper. Up with the first light of a summer morning, Keith starts the day by taking a walk with his dogs and at the same time

he checks that his boat is still safe on its moorings. Then it's a walk to the farm to make sure that all is running smoothly there. His working day starts at 6am when he and his band of pickers go off to the fields to pick the pinks before the sun gets too warm. Picking early in the cool of the day ensures that the flowers arrive in the shed in the best possible condition.



Keith has lived on St Martin's all his life. He was born and brought up here and with other island children he went to boarding school in Truro but could never wait to get back to his beloved St Martin's. From a small child he fished the waters around the island and as an adult he carried on.

After breakfast at around 9am Keith spends the rest of the day caring for the plants, checking the irrigation, weeding the plots, making sure the feed dosage is correct, looking for any sign of disease or damage in the flowers. In the cool late afternoon he may pick the fields again, as many flowers will have opened during the day. After they have been graded and sorted in the packing shed, where every single flower is subject to strict scrutiny, the flowers then go into a special long-life solution, which ensures that the flowers will really last once they are in the vase.

At around 4pm Keith's working day will be over and this is the moment he's been waiting for. The Eastern Isles beckon and it's off to the harbour and out in his boat to lift his pots. We wish him good fishing and hope there will be lobster for tea!



Why not treat yourself or someone you love to the results of all Keith's dedication and hard work. Sent by post, beautifully packed, really fresh and straight from the farm, our **clove scented pinks** make the perfect gift for any occasion. Whether it's a get-well gift, a birthday greeting or just to say hello, you can't go wrong when sending our flowers by post.

This year Keith has decided to grow the tried and tested varieties – royal purple **Devon Wizard, Lady in Red** (especially selected for its intense scent), delicate **Widcombe Fair** and the crisp, white **Haytor**. In beautiful, mixed bunches these scented flowers are of the highest quality and a joy to give and to receive.

All the flowers are carefully graded and checked before dispatch (not a single blemish gets past Will's rigorous inspection). Once

bunched, the flowers are placed into sleeves and decorated with a ribbon before the bunches are packed in tissue paper in our presentation boxes along with plant food, flower-care leaflet and your personal message. This is a gift you can be sure your friends and family will love to receive.

We've been busy at Churchtown Farm over the last few months - just take a look at our brand new brochure that we've included. Several of you have been telling us recently that our previous brochure didn't do us justice and more importantly, didn't give an accurate idea of our gift packs and bouquets. So this new version will show you all just what you are missing when you send our flowers to your friends and family! (It will also show you just what life at Churchtown Farm is all about).



Our other good news is that we have just heard that we are the **winners** of the prestigious **Cornwall Business Award** for excellence in "Customer Focus". This is a glowing endorsement of all the hard work and love that everyone at Churchtown Farm puts into their work – right from Keith agonising over which varieties will be the best to grow for you, through to Sue's team in the office taking time to make sure that they are doing everything they can to be helpful and friendly on the phones. The award means that we will now go through to the National Finals in London in June, where we will be up against the likes of the Royal Bank of Scotland – wish us luck and "watch this space!"

It just remains for us to wish you all a wonderful summer (we certainly intend to have one here!) and if you're visiting Scilly, don't forget to call in and see us. We are always pleased to meet our customers and have a chat. So many of you write to us too, it's always good to get feedback on our service.

With Best Wishes

**Hilary, Andrew, Zoë, Ben - and of course, Rosie and Piran**

## Order our beautiful **Scented Flowers**

Local rate phone line: **0845 345 1691**  
7 days a week 8:00am – 8:00pm (5:00pm weekends)

Why not order online – **[www.scillyflowers.co.uk](http://www.scillyflowers.co.uk)**

Or Fax us your order on **01720 422800**

Use our enclosed **FREEPOST** order form – it's so easy!

Not sure if your friends will be at home? Don't forget our Gift Vouchers are always available.