

PRESS RELEASE issued on behalf of Churchtown Farm 'Scent from the Islands' by Sue Bradbury PR Tel: 01872 863863

SCILLY FLOWERS ARE ECO WINNERS

THE Scilly Isles' Churchtown Farm postal flower business has come top of a nationwide survey to find the best, home-grown, cut flowers.

Not only were 'Scent from the Islands' boxes of scented narcissi dubbed eco-friendly because of their small carbon footprint, but they were also judged to be the best of the bunch on quality and customer satisfaction.

The survey was carried out by BBC Wildlife Magazine to help would-be flower buyers choose wisely when they purchase floral gifts for Easter and other spring-time celebrations. The finalists were featured in this month's edition.

Announcing the winner of his survey and describing Churchtown's flowers to readers, reporter Simon Birch said: "The scented narcissi are miniature daffodils with the most delicate and beautiful vivid yellow flowers. Within a day or so of putting them in a vase they had completely filled my flat with their heady fragrance.

"When it comes to cut flowers I'm not one for over-fussy arrangements preferring simple but strong splashes of colour, which is why I made these wonderful harbingers of spring my overall winner."

Churchtown Farm is based on the island of St Martin's and is run by two generations of the Julian family who were voted UK's farming family of the year in November 2007.

It's a relatively small concern taking advantage of the mild climate enjoyed by the Isles of Scilly. High quality, customer satisfaction and conservation conscious techniques are at the heart of the business.

"We're absolutely delighted to come top of this survey!" said co-owner Zoe Julian. "We work really hard to produce flowers of the highest quality and ensure our customers are completely happy. It's a great boost for us and everyone who works with us to be recognised like this."

The Julian's high standards for their flowers are clearly paying off. This month one of the major players in the postal flower industry, 'Flying Flowers' has announced a profit warning to the City as their sales slump, whereas 'Scent from the Islands' profits are rising.

Ends

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Photos:

