

PRESS RELEASE

SCILLY FLOWERS FINALISTS IN NATIONAL COMPETITION

Churchtown Farm, a flower farm based on the Isles of Scilly which specialises in sending scented flowers by post, has reached the final of the horticultural equivalent of the Oscars - The Grower of the Year Awards.

The Julian family, who grow top quality scented narcissi and scented pinks and market them direct to the public as flora gift boxes, are finalists in the competition's Cut Flower Grower section.

Both generations of the Julian family, who have been running the business for over 20 years, have been celebrating the accolade.

Zoe Julian said: "We were surprised and flattered to find out in December that we had been nominated for the Grower of the Year Awards 2009 and we were even more delighted to have then reached the finalist stage in the Cut Flower Grower category.

"We'd love to attend the awards ceremony in London but with Valentine's Day and particularly Mother's Day coming up this is one of our busiest periods and I'm not sure we'll be able to make the trip."

The Grower of the Year Awards, organised by Horticulture Week magazine, celebrate the best examples of business excellence, innovation, technical expertise and personal achievement within UK production horticulture.

To become a finalist in the cut flower category Churchtown Farm needed to demonstrate excellence in one or more specific areas including customer satisfaction, innovation, cost control, crop hygiene, use of technology and equipment, growth, product range, product quality, systems, staff motivation and retention.

A spokesman for Horticulture Week said: "The standards this year are extremely high and it took many hours of intense discussion amongst the panel of independent judges from across all sectors of production horticulture before the final shortlist was decided on."

The winners will be announced at the prestigious Grower of the Year Awards 2009 dinner and presentation, which will be held at the Royal Lancaster Hotel, London on Thursday, February 26.

For more information about Scent from the Islands postal products visit the website on www.scillyflowers.co.uk or call 01720 422169.

Ends

3 February 2009

PHOTOS

Some of the beautiful scented flowers that have earned Churchtown Farm a place in the finals of the Grower of the Year Awards.