

FEATHERSTONE'S ENGLISH FLOWER CO.

SUSTAINABILITY STATEMENT 1.2

NOVEMBER 2023

J ROBERTS

Featherstone's mission is to provide sustainably grown, seasonal flowers to both retail and wholesale customers. We pledge to treat everyone with respect, share our passion for seasonal, local flowers, and empower our communities to thrive. We acknowledge and incorporate the three pillars of sustainability—social, economic, and environmental—in all our business decisions.

Featherstone's is committed to a robust sustainability strategy, reflecting our core values of balancing people, profit, and planet. Our business model revolves around replacing imported flower stems, eliminating single-use plastic, increasing biodiversity, and educating our local and professional communities on sustainable practices.

Our business was founded on the principle of sustainability, driven by a passion for horticulture, the environment and a desire to enhance the supply of locally grown cut stems to both retail and wholesale markets. We firmly believe that a luxury like flowers should not harm the planet, aligning our mission with the shared values of our community.

Our core values revolve around localism and seasonality. We aim to connect people with the natural world and the changing seasons, thereby reducing the overall ecological impact of events such as weddings and funerals. Our commitment to transparency is reflected in open, honest, and truthful communications.

Central to our strategy is a focus on creating a financially sustainable business that cares for its staff, the land we occupy, and enables our customers to reduce their carbon footprint. We maintain an open and supportive workplace.

We strive to provide a high-quality service to customers, encouraging the use of locally grown stems while setting an example for quality and reliability in the flower farming

community. Opening our doors to the public, we provide opportunities for them to witness our sustainable practices, fostering education in sustainable floristry. Additionally, we offer free demonstrations several times a year for sustainable church flowers.

Our networks foster positive relationships between farmers and florists, promoting collaboration in a supportive and non-judgmental manner.

In terms of scope, sustainability permeates every aspect of our operations:

- We grow our flowers according to the principles of regenerative agriculture. These practices protect the soil and allow the life in it to recover. This reduces the reliance on fertilisers, prevents run-off and reduces water usage. We only use organic approved fertilisers and plant invigorators.
- We are constantly looking to be improving the land which we manage to boost biodiversity and have already seen a huge increase in insect numbers and variety of species on the land.
- We never use imported flowers means that bouquets and arrangements from Featherstone's have a carbon footprint 95% less than those of an average bouquet of imported blooms.
- We consistently assess and minimize emissions and waste. Our waste reduction efforts have led to 100% waste-free weddings, where all plant material is composted, and mechanics are reused.
- In our floristry we strive to only use compostable or re-usable mechanics and are looking at ways to reduce or swap packaging for that which is less environmentally damaging.
- We have a minimum set of standards which we expect our suppliers to meet. For those that don't we are looking at alternative ways to source these products.

Collaboration is key, and we openly support and collaborate with other businesses in their sustainable missions.

We are members of [Flowers From the Farm](#), the [Sustainable Wedding Alliance](#), [Association of Green Funeral Directors](#) and Ambassadors for [Sustainable Church Flowers](#)