

TALK by Trevor Fray of Longfield Flowers on 22 September 2026

Trevor and June started their flower growing and floristry business after he retired. An old field was kept tidy by grazing sheep but after he and his wife undertook courses at Riseholme College they decided to use the land to grow perennial flowers.

June specialises in flower arranging and willow weaving for bouquets and wreaths for a variety of events and Trevor grows the seeds and manages the plants.

Trevor explained the difficulties he has experienced in growing flowers for his business, such as the mice and voles eating Ranunculus, as well as customers' flower preferences.

He explained that seeds have different germination rates which affect yields, and the size of fully grown plants will dictate bed sizes and planting schemes.

Trevor prefers to plant individual seeds in small 'plugs' and transfer them to bigger 'plugs' before planting outside. After telling us about his choice of compost, he demonstrated his seed-planting technique. He uses a hand-held metal 'blocking' tool, which compresses the compost into small squares. These are then put into a tray and the seed put into each 'plug'. When the seedling is a suitable size it is planted out, thus avoiding the traditional 'thinning-out' of seedlings.

Members enjoyed Trevor's talk, learning about the benefits of using a 'blocker' to aid seed planting, and found the different aspects of growing flowers on a large scale very interesting.

Louise Kevill