



Dear Colleague,

RE: #UKHorticultureMonth this November

As organisations committed to the success and future growth of UK horticulture, we have a unique opportunity this autumn to come together behind a single, sector-wide initiative:

#UKHorticultureMonth.

November already brings together an extraordinary concentration of horticultural events, conferences and gatherings across the UK. Collectively, these events attract growers, researchers, advisers, educators, policymakers, investors, retailers and industry leaders. Yet while each event delivers significant value in its own right, our collective impact could be even greater if we worked together to tell one powerful story about UK horticulture.

We would therefore like to invite you to become a supporting partner of **#UKHorticultureMonth**, a collaborative, sector-led media campaign designed to celebrate, promote and showcase the importance of UK horticulture throughout November.

This year's programme already includes:

- National Fruit Show, Kent (4 November)
- AgriTech East REAP Conference (4 November)
- Chartered Institute of Horticulture Skills Summit, Kew (4 November)
- British Peas & Beans Conference, Boston (10-11 November)
- Worshipful Company of Fruiterers F3 Future of Fruit & Fresh Conference, Kent (25 November)
- The Vineyard & Winery Show, Kent (25 November)
- Onion & Carrot Conference, Leicester (26 November)
- East Malling Trust's Horticulture and Health Conference, Kent (26 November)

Alongside these events, we would welcome participation from organisations including the NFU, British Growers, research institutes, trade associations, grower groups, charities and businesses right across the horticultural supply chain.

Our ambition is simple:

- Raise the profile of UK horticulture nationally.
- Showcase the sector's contribution to food security, environmental sustainability, economic growth and public health.
- Inspire the next generation to consider careers in horticulture.
- Celebrate innovation, science, technology and best practice.
- Create a stronger, more connected voice for the sector.



- Amplify the reach and impact of all participating organisations and events.

Participation could be as straightforward as:

- Using the hashtag **#UKHorticultureMonth** in communications and social media.
- Including the campaign logo or messaging in event materials.
- Sharing stories, case studies and grower successes throughout November.
- Highlighting careers, skills and innovation within your organisation.
- Cross-promoting fellow participating events and activities.
- Encouraging members and stakeholders to join the campaign.

We are not seeking to create another event. Rather, we want to create a shared platform and a sense of momentum across the sector, demonstrating the breadth, diversity and value of horticulture to the UK.

At a time when the sector faces significant challenges as well as exciting opportunities, a united voice can help us engage wider audiences, strengthen public awareness and demonstrate the critical role horticulture plays in delivering healthy food, thriving businesses, vibrant communities and environmental benefits.

We hope you will join us in making **#UKHorticultureMonth** a visible, positive and impactful celebration of everything UK horticulture has to offer.

We would be delighted to discuss how your organisation can participate and help shape the initiative.

Together, we can create a month that showcases the very best of UK horticulture.

Yours sincerely,

and

Sarah Caulcott and Lori Fisher

The Worshipful Company of Fruiterers

F3 Future of Fruit & Fresh Conference & Horticulture & Healthy Diets Conference

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