

PRESS RELEASE: RHS Chelsea 2024

From Farm To Garden & Vase
Sustainably grown peonies shine at RHS Chelsea Flower Show 2024.

Primrose Hall Peonies are delighted to return once again to the prestigious grounds of the RHS Chelsea Flower Show where we will be exhibiting a magnificent collection of responsibly grown, heavenly scented cut flower peonies. The last few years have seen the nursery commit totally to the regenerative farming techniques which are at the heart of our cultivation process. Our approach to growing, which includes utilising our herd of alpacas for natural fertilisation, highlights the harmony between nature and horticulture resulting in an exhibit that is not only visually stunning but also environmentally sustainable. Growing cut flower peonies with our regenerative approach is not only good for the soul but also good for the soil.

It's not just our eco-friendly growing style though that makes Primrose Hall Peonies the obvious choice for sourcing perfect show quality peonies, but the peonies themselves.



Stunningly Sustainable.

Peonies have a remarkably low carbon footprint, often surviving for many decades with little or no maintenance, unlike other popular flowering plants that need regular replacing in the garden. They also remain in leaf for an extended period of time increasing their carbon exchange ability during the year - now that's what we call a win-win situation.

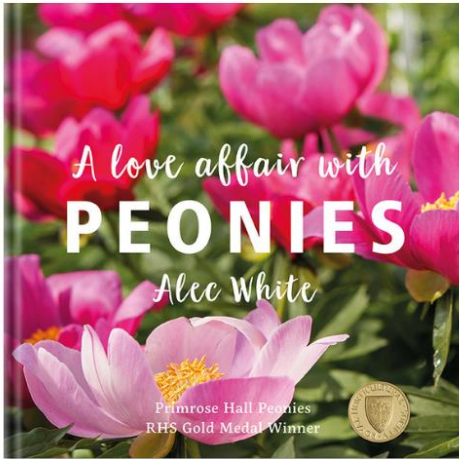
Terrifically Tough.

Peonies are also incredibly hardy plants and can thrive in temperatures as low as -25 degrees, enabling them to withstand our British winters. If anything, Peonies **thrive** during a chilly winter. With increasingly hotter and drier Summers they are a good choice as they are also pretty drought tolerant. Real survivors.

Beautiful Bedfordshire – Did you know that we grow all our peony plants and cut flower on our eight-acre Bedfordshire farm? Not only do we grow and nurture our plants for a minimum of five years before selling them, we also have a cutting field dedicated entirely to cut flower where the soil fertility and structure can be carefully monitored resulting in strong, resilient plants.

Amazing Alpacas – Alpaca's are an incredible, sustainable source of low nutrient pelleted fertiliser. We have a small herd (affectionately known as The Golden Girls) that keep our field grown peonies well nourished, ultimately resulting in the captivating peonies you will see on display in the Great Pavilion today.

With so many colours, shapes, scents and varieties on display we can say with confidence that we have a peony to suit every garden style or budding cut flower grower. Please make sure to follow your nose and visit us in the floral marquee from 20th-25th of May.



Learn more about Alec's journey to growing Gold Medal winning peonies alongside top tips for cultivating perfect peonies with his book 'A Love Affair With Peonies'

Available at the show or on our website

Use Code: **CHELSEA24**
to get £5 off Now



Primrose Hall Peonies & Nurseryman Alec White: *Alec White owner and nurseryman of Primrose Hall Peonies has a real passion for all plants but his true love affair is with peonies. These stunning blooms have captured his attention since he became a horticulturist and as with all true passions, this has driven him to learn everything there is to know about the whole peony family and their interesting history. From tree peonies to intersectional and herbaceous to patio, Alec is growing them all. Alec is excited to now be the National Collection holder for intersectional Itoh hybrids of peonies in the UK.*

Working in horticulture is in his genes as "Great Grandfather White" was a nurseryman too, growing gladioli as cut flowers during the 1930's and 40's and selling them in Covent Garden. Some of Alec's earliest memories are of watering and looking after plants in a nursery as a Saturday job. Unfortunately like a lot of people who have found their passion and their true career path, there were a few diversions along the way. Alec was originally encouraged by his teachers at school to study law as he had great grades and being a successful lawyer was a 'real job'. After working as a prosecutor in London for a few years, he decided he would make the change into what he had always dreamed of doing!

He then together with his parents bought a nursery and took the opportunity to pursue what he had always felt was his true calling, Horticulture.

Primrose Hall Peonies now exhibit at numerous shows around the country. Alec's creativity and desire to give Primrose Hall Peonies the platform they deserve means he has won multiple awards, in 2019 he won his first Chelsea gold medal. Alec has written numerous articles on peonies and is often asked to contribute his expert knowledge of peonies to various forms of media.

Primrose Hall Peonies is an RHS gold award-winning British nursery. They hold the National Collection for Intersectional peonies and stock the largest selection of rare and extremely collectable peonies for sale in the UK. Their peonies are sold at flowering maturity which means they are at least 5 years old; this ensures a more established plant which will bloom every season once planted in your garden. Visit www.primrosehallpeonies.co.uk

www.primrosehallpeonies.co.uk For more information and high res images please contact:
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