

Fostering Innovation in Horticulture

YPHA – Launch Success Update

Sarah Want – YPHA Committee Member



Who are YPHA?

- Established in 2020, the group was created to unite the scatterings of under 35s working in horticulture, to better facilitate collaboration, education and innovation.
- YPHA's primary focus is exploring ways the industry can attract a younger demographic, both as future horticultural employees and as customers for garden centres.
- Currently, YPHA boasts a committee of 10 members, an operations team of 6 as well as discord supervisors and mental health first aiders.
- We've grown to include over 1,000 members nationwide.

What Is The Launch Success Challenge?



The YPHA Launch Success Challenge addresses skill gaps within horticulture, fostering innovation, leadership, and collaboration among young professionals.



The Challenge: Ten delegates are tasked with branding and marketing a new Begonia elatior variety bred by Beekenkamp Plants B.V.



The Journey: A 12-month programme involving workshops, masterclasses, and hands-on assignments led by industry experts.



The Goal: To launch the Begonia at BBC Gardeners' World Live 2025 and through British Garden Centres, showcasing the delegates' creativity and professionalism.

The Journey So Far -

- Team Formation: Delegates were split into Team Blue and Team Green based on personality profiling (sponsored by More People) and group dynamics
- Netherlands Trip to Beekenkamp
- Tour of Floramedia HQ
- Workshops and training
- The pitch



The Netherlands


- Floramedia HQ – giving a comprehensive tour of the production line from design brief to finished plant label and their in-house photography studio.
- Beekenkamp – an introduction to the business and learning strategies for bringing new plants to market. A comprehensive tour and time with their specialist Begonia breeder, Sven.



Building Essential Skills – Part 1

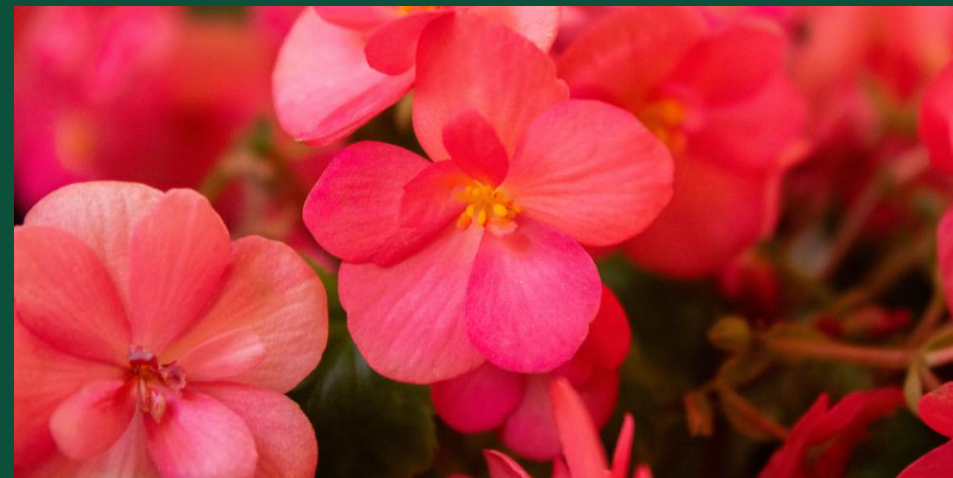
- 1. Branding and Identity Development:** Led by Jane Lawler, delegates learned about target market analysis and competitor research.
- 2. Commerciality and Product Positioning:** Michael Perry and Natalie Boynton guided brainstorming sessions for product names.





Building Essential Skills – Part 2

1. **Social Media Marketing:** Masterclass by Eve Kerrigan on crafting effective reels and engaging content.
2. **Design and Branding:** Workshop by Jennie Kwan and Floramedia on label design, visual identity, and creative branding.



More Workshops



Visual Merchandising: Celia Leeson-Cox taught techniques for in-store displays.



Pitch Styles: Bob Marley coached on persuasive and confident presentations.



Product Costing: Paul Rossington provided insights into pricing strategies and financial planning.

The Pitch

- Key Pitch Elements:

1. Plant Identity
2. Marketing Strategies
3. Financial Insights

- Team Green earned Best Pitch for their creativity, preparation, and cohesion.



What's Next?

1. Happy Plants: Delegates will tour the facilities, gaining insights into commercial production techniques and operational excellence
2. Westland Ellesmere Port: A visit to Westland's to provide hands-on learning about product development and innovation.
3. Finalising the Identity: Delegates will work behind the scenes to finalise the branding and identity of the Begonia.
4. The Grand Launch: Scheduled for June 2025 at BBC Gardeners' World Live.





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The Next Generation of Horticulture

- What's the impact of LSC?
 - Horticultural Skills Development
 - Business Skills Development
 - Professional Exposure
 - Collaboration and Growth



Testimonials

- **Grace Thornton, LSC Delegate Green Team said:**
 - Taking part in the Launch Success Challenge has been a pivotal moment in my horticulture career and accelerated my progression towards my career goals massively. I've met people in the industry that I simply wouldn't have had a chance to meet otherwise and making those connections has been invaluable and quite literally changed the course of where my career is headed.
 - One of the most interesting things I've learnt is the huge variety of roles there are within horticulture and it's been great to expand my network. I've made friends and connections that I know I could go to for help outside of the project.
 - LSC has also given me the chance to learn entirely new skills from people who are experts at what they do, where else would you get a personalised tour of a plant breeding facility from the plant breeders themselves!



2025 for the YPHA

- The finale of our first LSC
- Trade shows
- Member educational seminars
- Member events – Spring 2025 in Lincolnshire.



With Special Thanks



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YPHA

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happy plants

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MARKET RESEARCH AND GRADUATION HOST
glee

PLUS COACHING AND MENTORSHIP FROM

 **MR. PLANTGEEK**

 **Jane lawler BUSINESS DEVELOPMENT**

 **Liz Dowling Marketing & Coaching**

 **YPHA**

 **The BOYD Partnership**

- Our LSC supporters – for both their investment and time.
- Our 2025/26 Key Partners and Supporters
- Our members
- Others in the industry to support us through promotion, member offers, allowing their employees/our members attend our events, offering advice and more.

Any Questions?



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