

LAUNCH SUCCESS & BEYOND

DISCUSSING YPHA'S LAUNCH SUCCESS
CHALLENGE, THE IMPORTANCE OF
INVESTING IN YOUNG PEOPLE & THE
PERSONAL IMPACT ON MY CAREER



BOA

2026

BETH ANDERSON

WWW.YPHA.ORG.UK

YOUNG PEOPLE IN HORTICULTURE ASSOCIATION



FREE
MEMBERSHIP

UNDER 35S
WORKING
WITH/STUDYING
PLANTS

ANNUAL EVENTS,
SUPPORT,
COMMUNITY



>1300 MEMBERS
2 LARGE SCALE EVENTS EACH YEAR
INDUSTRY OPPORTUNITIES



WWW.YPHA.ORG.UK

LAUNCH SUCCESS

THE FIRST ACCELERATOR
PROGRAMME BY THE YPHA

TEN DELEGATES



ONE YEAR



ONE NEW PLANT



BETH ANDERSON

SUMMER 2024



CAREER

PLANT HEALTH & SEEDS
INSPECTOR

ANIMAL & PLANT HEALTH
AGENCY



LOCATION

MANCHESTER

COVERING NORTH WEST:
SOUTHPORT, BOLTON, MCR



OUTSIDE WORK

SHOW GARDENS
COMMUNITY GARDEN
LEARNING



FLORAMEDIA



All 10 delegates met for the first time in the Netherlands, and began with a visit to Floramedia



Label printing demo



Site tour



Marketing and buying trends



Second site tour



Photography workshop

LAUNCH SUCCESS & BEYOND



BEEKENKAMP

03/07/2024

- + We toured the Beekenkamp NL glasshouses, where over 2 billion units are grown annually
- + What stood out? The sheer size of the site, and Beekenkamp's commitment to biosecurity
- + Machines do a lot of the work here- we watched as they plucked cuttings & effortlessly popped them into plug trays



MEETING THE PLANT



↘ **BOTANICAL NAME**

Begonia elatior

↘ **FEATURES**

Compact, many flowers, self-cleaning

↘ **BRED BY**

Sven @ Beekenkamp

↘ **COLOUR**

Rich pink

LAUNCH SUCCESS

THE GOAL



Make something new that brings difference into the industry

Design



Take a little plant & see how much buzz we can create

Market



Get our Begonia noticed by as many people as possible

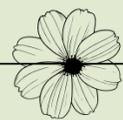
Launch

LAUNCH SUCCESS

LEARNING ALONG THE WAY

LONDON

New product training with Jane Lawler



Naming & branding workshop with Michael Perry and Natalie Boynton

STUDLEY

Aesthetics & brand image guidelines with Jennie Kwan



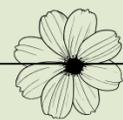
Social media coaching with British Garden Centres

Costings with Paul Rossington



ONLINE SEMINARS

Point of sale & store launches with Celia Leeson-Cox



Pitch delivery with Bob Marley

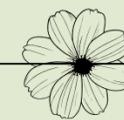
WORCESTER

Pitch delivery & public speaking with Boyd Douglas Davies



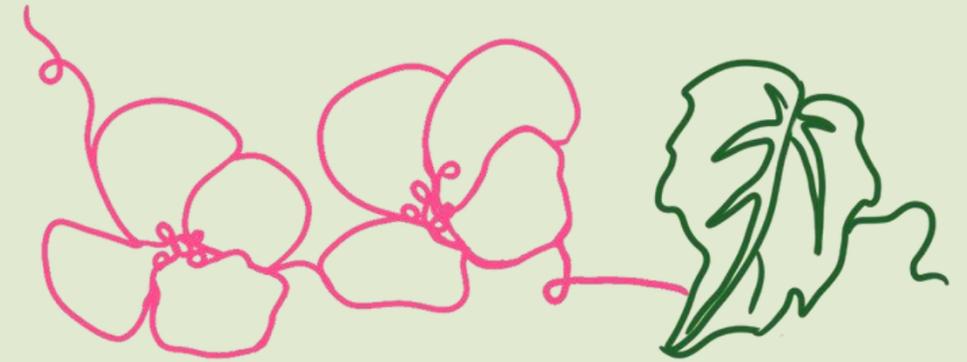
MERSEYSIDE

Growing media and feed at Westland Horticulture



PRESS RELEASES TO VARIOUS PUBLICATIONS

OUR PLAN



↘ LINE DRAWING

No need for a photo

↘ DON'T SAY BEGONIA

Market without it!

↘ APPEAL TO NEW MARKET

Without alienating core demo

↘ FLIPPABLE LABEL

Showcase the indoor/outdoor

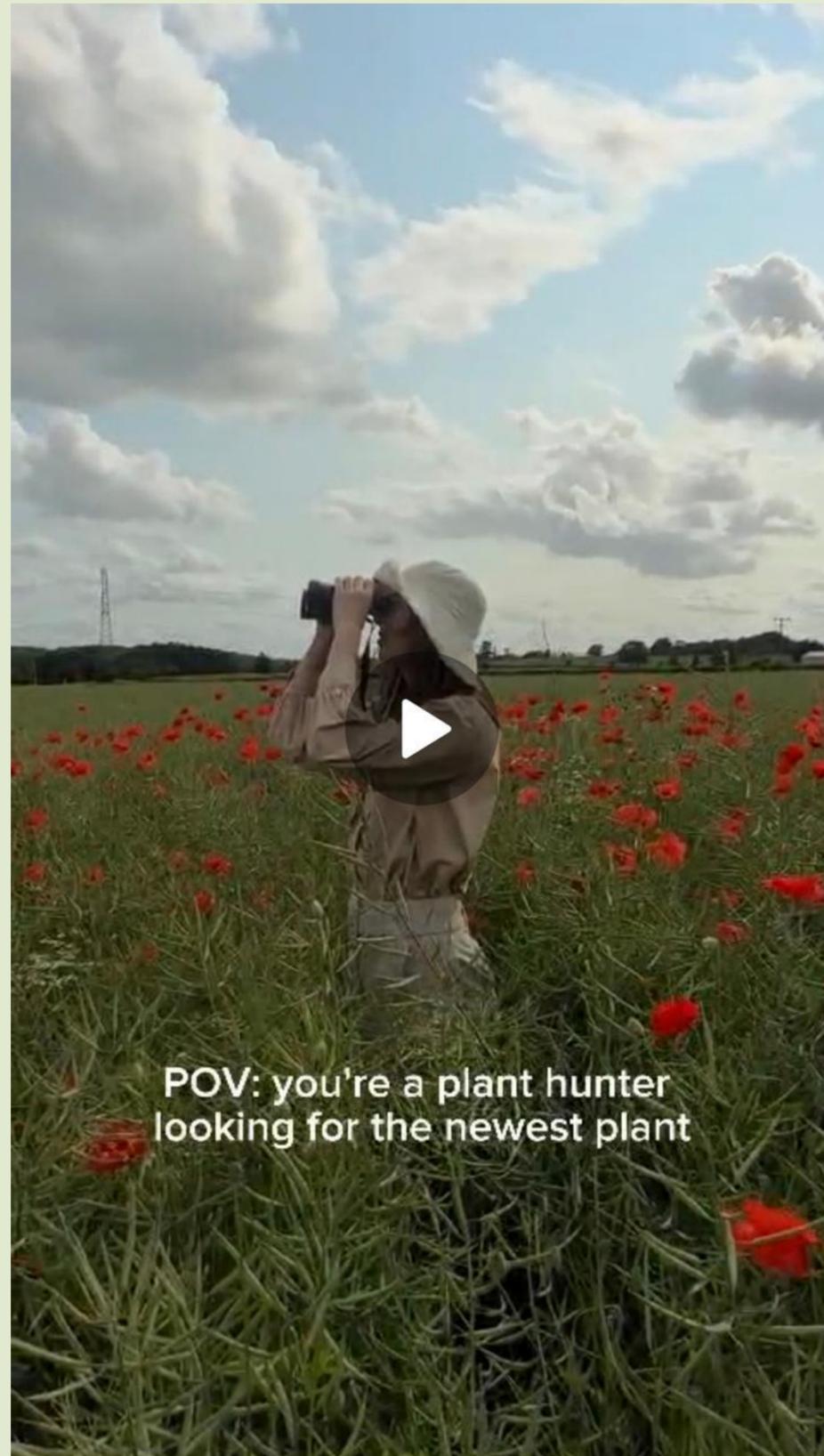
LAUNCH SUCCESS & BEYOND



UKYPHAA0001
Bountiful Pink

SOCIAL MEDIA

- Created dynamic, different reels & social media posts
- Used market research to inform our direction
- Our “just dropped” reel idea was posted on BGC’s Instagram to over 23K followers



THE LAUNCH



01



Focal point of large crepe paper flowers on our stand drew attention

02



Interactive Bountiful Hunter game brought footfall, interest and people of all ages were keen to play

03



Talks throughout the event mentioned the plant launch, I also went to the press event and spoke about Bountiful

04



+ a mixture of copy in the events guide, press releases, articles in various publications



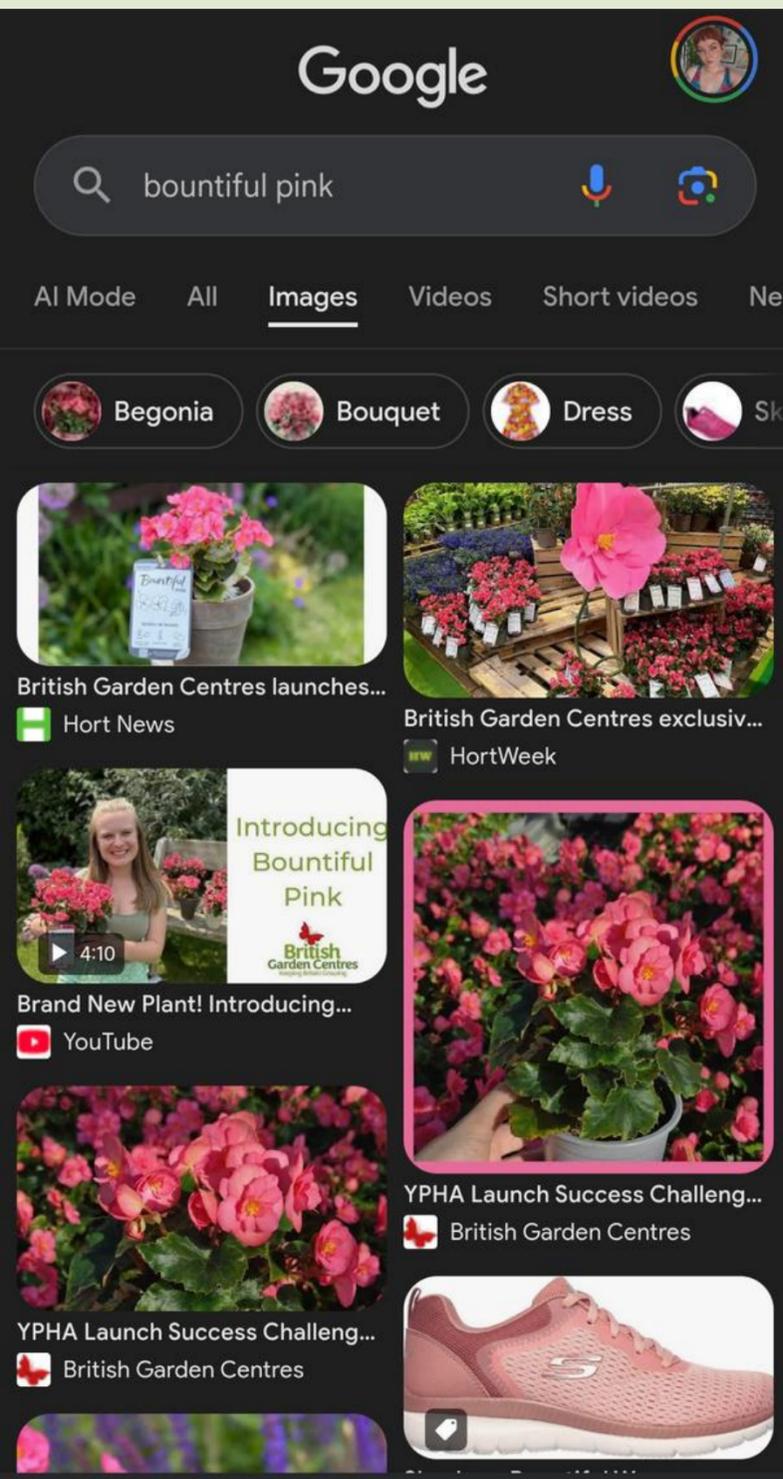
Bountiful Pink

We're launching Bountiful Pink: a brand new, exclusive plant at BBC Gardeners' World Live. Follow in the footsteps of historic plant hunters to track down our flowers hidden around the show- will you be able to find them all? Take part in our #BountifulHunter game to win one of the first ever plants!

Bountiful
PINK



G300



IMPACT

- DEMONSTRATED HOW YOUNG PEOPLE ADD REAL VALUE AND INNOVATION
- CREATED A HUGE BUZZ
- PROVED HOW IMPORTANT LATERAL SKILLS ARE TO THE INDUSTRY ➔
- I CLARIFIED MY CAREER DIRECTION- FROM REGULATING THE INDUSTRY TO...

LAUNCH SUCCESS & BEYOND

FEBRUARY

2026



CAREER

RETAIL NURSERY MANAGER,
INCLUDING EVENTS

BLAISE PLANT NURSERY



LOCATION

BRISTOL

LIVING & WORKING IN
BRISTOL, SOUTH WEST



OUTSIDE WORK

YPHA SUPPORT
COMMUNITY PLANTING
???



SPONSORS & SUPPORTERS

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Bred by
Peter Moore

"Science with Nature"

THE LAUNCH SUCCESS CHALLENGE
WOULDN'T HAVE BEEN POSSIBLE
WITHOUT THIS GROUP OF SPONSORS
AND SUPPORTERS OF THE PROGRAMME

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MARKETING & COACHING



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DELEGATE SPONSORS



WORKING IN COLLABORATION WITH



THANK YOU

ANY QUESTIONS?

BETH ANDERSON



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