September 2017 newsletter



Dear subscriber

We are delighted to welcome you to our review of the 2017 show season, we had another golden year!



When we looked back over the 2016 season it seemed a massive achievement to have completed it with straight Golds. Doing it again is even better, especially as we staged all educational displays again, such as the one at Hampton Court Palace Flower Show, pictured above.

Awards summary - side column

As we have already shared our displays with you each month, we have summarised our achievements and linked to the videos and plant lists for your reference, in the side column. Our final show was at Hyde Hall - this month's video clip is much shorter than usual because we had just finished building the display when it started to rain and the wind picked up considerably. Fortunately, it didn't last and the show weather was lovely. Once again we were surprised how well the plants withstood being so exposed and lashed -Hyde Hall is in a beautiful spot but it is high above the surrounding countryside and the wind is always a feature.

Trends and observations

We always try to find the time to canvas opinions on what visitors make of the shows because it helps us understand what people are looking for in an event and, more importantly these days, what people want from exhibitors. One very interesting trend we have observed over the past



RHS Hyde Hall Flower Show 2017 Click on the image above to take a look.

Our awards... Click on the show to view the video: <u>Harrogate Spring</u>: Premier Gold <u>Malvern Spring</u>: Gold Suffolk Show: Gold <u>Gardeners' World</u>: Gold <u>Hampton Court Palace</u>: Gold <u>Tatton Park</u>: Gold Hyde Hall - see video link above: 5 Flowers (see below)

Don't forget, there are <u>lists</u> of all the plants featured at

couple of years is there are less visitors attending multiple shows during the season. A few years ago we would see regular customers several times throughout the season but that has definitely changed. Show visiting has also become very selective. We definitely noticed the impact Chatsworth had on other shows, especially Tatton. The RHS members' day at Tatton was extremely quiet. It was a real shame as Tatton is a lovely show but it did allow those who had chosen to visit plenty of space to enjoy the show. Visitors were very price conscious again this year, which was to be expected and so our focus on the older, tried and tested, cultivars proved very popular. You still cannot beat some of the older varieties and with lower prices - what's not to like?



In Mel's garden

Just to illustrate the second flush of leaves, which can often happen, whether or not the year is as advanced as 2017 has been - here is Mel's <u>H. 'Titanic'</u> still producing fresh leaves. The new leaves are showing the bloom which gives them a matt quality until the light and heat intensifies the colours by removing the bloom.

Next month we will bring you up to date with the nursery as we dive headlong into all the out of season work. Fingers crossed the weather continues to hold...

Speak soon, Team Mickfield

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each show on our website.

Applications for 2018 shows have been submitted and we will let you know if they have been successful, as they come through.





Team Mickfield Hostas would like to thank David, Mel's husband, for his support at the shows this year, freeing Roy up to spend more time at the nursery.