

MeadowSow™

All Annuals

Product Specification

Contents

Technical Specification	2
Species List	3

Appendix

Installation Guide	4
Maintenance Plan	5

Product Code:

MS-A10

Manufacturer:

Wildflower Co.

Manufacturer Contact Details

☎ 01256 771 222

✉ wildflower@wildflowerexperts.com

🌐 www.wildflowerexperts.com

Technical Specification

Product code	MS-A10
Manufacturer	Wildflower Co.
Recommended sowing rate	2.5g/m ²
Coverage	1kg provides approx 400m ² coverage, at a recommended sow rate of 2.5g/m ²
No. of species	10 (UK provenance wildflowers) Access full species list here.
Grass:flora sowing ratio	100% UK native wildflowers*
Flowering period	May - October
Established height	45-120cm (Avg height 70cm)
Time to fully establish	3-5 years
Soil type	Suitable for a wide range of soil types
Seed provenance and testing	Grown in England using UK native species. Seed analysis results available on request.
Recyclability	100%, including packaging.
BNG suitability	Not suitable to BNG projects
Seed mix	Calibrated using seed weight analysis

About the seed

All wildflower seed is grown and harvested in Hampshire, UK (where this is not possible, trusted UK sourced seed is used, which we test to meet our exacting standards). In 2024, a remarkable 97% of the seed was grown and harvested at our main nursery in Hampshire.

This commitment to local sourcing offers several key advantages:

- **UK Provenance:** Our seed boasts UK provenance, ensuring optimal adaptation to native conditions.
- **Elite Seed Quality:** Stringent harvesting and storage protocols, combined with rigorous quality testing, result in elite seed with exceptional viability and germination rates. This also ensures the seed does not contain any contaminants.
- **Traceability:** We maintain complete traceability of our seed, providing transparency and confidence in its origin and quality.
- **The Seed Mix:** Seed weight, size and germination undergoes lab analysis for optimum inclusion rates. Omitting this process affects species diversity.

* Actual % may vary, based on environmental factors and seed availability. You may not see every species listed as the product is designed to adapt to individual settings, including a wide range of soil types and environmental conditions. Many species may not flower within the first year.

Species List

MeadowSow™

All Annuals

Product code: MS-A10

All seed grown by Wildflower Co. is tested to stringent standards for germination and purity.

Seed analysis results are available on request.

Species	Flowering Time	Ultimate Height	Colour	Life Cycle
Wildflower Species				
Borage (<i>Borago officinalis</i>)	May - Sept	60	Purple	A
Common Poppy (<i>Papaver rhoeas</i>)	June - Aug	60	Red	A
Corn Chamomile (<i>Anthemis arvensis</i>)	June - Sept	30	White	A
Corncockle (<i>Agrostemma githago</i>)	May - Sept	120	Pink	A
Cornflower (<i>Centaurea cyanus</i>)	June - Sept	100	Blue	A
Corn Marigold (<i>Glebionis segetum</i>)	June - Oct	100	Yellow	A
Dames-violet (<i>Hepseris matronalis</i>)	May - July	90	Purple	Bl
Fumitory (<i>Fumaria officinalis</i>)	May - Oct	50	Pink	A
Sweet William Catchfly (<i>Silene armeria</i>)	May - Sept	45	Pink	P
Yellow Rattle (<i>Rhinanthus minor</i>)	May - July	50	Yellow	SLP

*You may not see every species listed as the product is designed to adapt to individual settings, including a wide range of soil types and environmental conditions. Many species may not flower during the first year.

Get a Quote: www.wildflowerexperts.com

Preparation and installation

For a project to thrive, correct installation and management plans must be planned for from the offset.

● Sowing time

Typically, autumn sowing mirrors nature more accurately and gives more reliable establishment results. Spring sown crops can be slow to grow following a cold spring and will be at higher competition with weeds. However a warm spring with moderate rainfall can produce similar success as an autumn install. Some perennial species may not flower in the first year from spring sowing.

● Soil preparation

Existing vegetation should be killed or removed. Dig over or rotovate the soil to at least 100mm deep and rake over to create a reasonably fine seed bed. Remove large stones, roots or clods of earth as it is important to remove risk of weed seeds growing that may be hidden beneath. Allow for a green flush of growth following rotovation then kill off, repetition of this process as required.

● Soil conditions and fertility

Ensure soil is not waterlogged or compacted prior to sowing wildflower seed. The soil does not need to be fertilised before or after sowing the seed. However, where soil is fertile, particular attention must be paid to the maintenance regime – [see maintenance section](#).

● Sowing the seed

The MeadowSow™ seed needs to be installed on a minimum of 100mm (4 inches) of growing medium or top soil, the deeper the soil depth the greater capability of moisture retention and less irrigation required. There is usually no need to import top soil unless the levels on site are not sufficient or there is just sub-soil. In this case, a thin layer of 25-50mm (minimum) of low fertility top soil is recommended. Avoid compaction of subsoil layer. Please refer to Wildflower Co. if unsure. Drill or broadcast the seed manually or by mechanical means where available. When broadcasting, it can be advantageous to mix 50% seed with 50% dry sand, which both bulks up the volumes, and enables one to easily see where seed has been spread. Lightly roll the soil to ensure good seed to soil contact.

● Watering

Once installed, water the area thoroughly, for the first couple of weeks (weather dependent), until seeds have germinated and seedlings begin to emerge. This typically takes 2 – 4 weeks. Water the area regularly to ensure it remains consistently moist but not overwatered which can impact germination and establishment. Once established the wildflowers can be fairly drought tolerant and shouldn't need watering again.

● BNG considerations

To ensure condition assessment criteria are met, ensure cover of bare ground is between 1-5% and weed species such as bracken, bramble, thistle, dock, nettle, creeping buttercup, greater plantain, white clover and cow parsley are completely removed prior to installation. A post installation management plan must also be in place to ensure longevity of the habitat - [see maintenance plan](#).

Maintenance

Management plan for long term success

Fertiliser

No fertiliser is needed as this will encourage grasses and other potential weeds to dominate the area. If thought that fertiliser may be required for a specific site please contact Wildflower Co. for advice.

Annual Maintenance

The annual nature of this mix means it will flower for one season only. In the autumn when flowering is over you can either leave the seed heads standing for structural interest and bird food/insect habitat over winter, or remove the remaining vegetation. For repeated flowering, this mix requires resowing in spring or autumn each year.

MeadowSow™ All Annuals

Product code: MS-A10

Get a Quote: www.wildflowerexperts.com