



# Laura Mewbourn

FEAST & FLORA

EST. 2017

CUT FLOWERS

## CONTACT

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 [FeastandFlora](https://www.facebook.com/FeastandFlora)

 [@feastandflora](https://www.instagram.com/feastandflora)

## GENERAL INFO

**METHOD OF SALE** Direct-to-Consumer, Grocery, Weddings/Events, Wholesale

**METHOD/TIME OF CONTACT** Email or phone, 9a-6p

**PRODUCTS** We specialize in commercial cut flower production with a particular focus on producing and designing for weddings. Our daily retail sales are an increasing part of our business, as is our new line of edible flowers for retail and restaurants.

**PRODUCTION PRACTICES** We grow using organic methods using a mostly no-till method.

**DESCRIPTION** Feast & Flora Farm is in its fourth season of production and is one of the largest cut flower farms in the Lowcountry. We sell to a wide range of customers, from wholesale to wholesalers and florists and couples getting married in the Charleston area. We offer full-service floral design services, and though weddings are a big part of that, our daily retail bouquet sales are a rapidly growing part of our business. Work schedules, tasks, etc. are all variable depending on your unique interests, skills, and availability.

## ADDITIONAL QUESTIONS

### HOW DID YOU GET INTO THIS TYPE OF WORK? (EX. BACKGROUND)

I completed the Growing New Farmers Program in 2015 and was hired by a local hydroponic farm that same year. That farmer allowed me to start planting on his extra land, and I sold flowers through his farmers market space. I purchased my current property in 2017 and immediately prepped it for cut flowers. I've done a lot of what you're not "supposed" to do and a lot of what you ARE supposed to do, so I've learned a lot in that time. My background before this was education, so I'm very passionate and passing on my knowledge to other new farmers.

### WHAT ARE YOUR MAIN GOALS OR THE FOCAL POINT OF YOUR OPERATION?

Until March 2020, our focus was weddings and events. The pandemic really pushed us heavily towards retail, and since then, we've been focused on slowly diversifying our revenue streams to provide us more predictability in a very unpredictable market.

### WHAT CERTIFICATIONS DOES YOUR FARM HAVE OR ARE YOU WORKING TOWARDS? (EX. CSA, GAP, ORGANIC, ETC.)

None, although I'm considering pursuing Certified American Grown.

### WHAT WOULD A TYPICAL SCHEDULE FOR YOUR APPRENTICE BE? (DAYS/TIMES)

We generally work Monday through Friday with occasional weekends for weddings. Work hours are flexible, but being available in the morning is definitely preferable.

### WHAT TOPICS WOULD YOU CONSIDER TO BE YOUR STRENGTHS?

Cut flower production, marketing, branding, new market development

### WHAT DO YOU THINK THE FUTURE HOLDS FOR YOUR FARM?

In the short-term, we'll be doing well if we can keep up with our current pace and markets. I would like to increase produce production--we currently only grow for ourselves. If there's one thing farming has taught me, it's that the only thing predictable is its unpredictability.