

Creating Wildflower Cards, Cash Flow



Alison Mebane

Alison Mebane's Vision

- Age: 14
- North High-Bakersfield FFA Chapter, Bakersfield, Calif.
- Parents: Dwight and Helen Mebane
- Advisor: Christine Dickson
- Product/Service: Wildflower greeting cards, seeds
- Proficiency Areas: Agricultural Sales

Alison Mebane's Vision is an enterprise that creates and markets wildflower greeting cards. "I thought it would be a great idea to create a business and be able to share with others the stories and botanical information about the wildflowers that grow in our area, so I started researching the wildflowers that I captured in my camera and harvesting wildflower seed," Mebane says. "I am passionate about my wildflowers and the business I want to create."

Mebane has worked hard to distinguish her wildflower cards from other greeting cards. She places a brief story about each of the wildflowers, their botanical use and other interesting facts on the backs of the greeting cards. When appropriate, wildflower



seeds are attached to the cards as well. The cards are packaged in corrugated cardboard and bundled with recycled baling twine.

Mebane markets her greeting cards at the local general store, candy shop, bookstore and at several local festivals. She primarily markets to tourists who would like to take a piece of Kern County home with them. "It seems that it would take something away from the magic of the wildflowers to mass produce the cards," Mebane says.

Mebane is a sophomore at North High School. She has served as president of the Sierra Mountaineers 4-H club as well as earned the Star FFA Greenhand award. In addition to her wildflower greeting cards, Mebane raises a show steer and breeding sheep.