

# BUILDING CLIMATE RESILIENCE LEADERS: RURAL ENTREPRENEURS



## Jen and Meredith Hinson

Mediapolis, Iowa

Jen and Meredith Hinson, mother-daughter business owners, implement various sustainable practices from sourcing their florals to how they dispose of remnants and used products. Their flower shop, Clara's Garden, is focused on sustainability in the face of our changing climate.

## SOURCING FLOWERS

The duo source some flowers for Clara's Garden from their family farm—called the Hinson Family Farm—along with foraging in their timber along the Mississippi River.



## ADAPTING WITH THE CHANGING CLIMATE

“ We want the next generation to visit and to put their hands on and to have something there to use—with climate change, we are all going to have to adapt. I am seeing the effects even with my floral garden being planted so late this year due to excessive rain and flooding.

—Jen Hinson ”

## CLIMATE-FRIENDLY PRACTICES



Minimizing the use of non-biodegradable floral foam



Composting used flowers and remnants



Rain barrels at their shop



## ADVICE FOR OTHER RURAL ENTREPRENEURS INVESTING IN CLIMATE-SMART BUSINESS PRACTICES

“ It is completely practical, it just takes time. —Jen Hinson ”



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