

WELL HAPPY

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INTERVIEW WITH: THE FARM, BYRON BAY

Tell us the backstory behind The Farm - what inspired the brand and what sparked the desire to make the dream a reality?

The story behind The Farm starts in a backyard veggie patch. Here, a little girl sits cross-legged, her shirt pulled out to form a makeshift basket full of freshly picked green beans. She devours them, one by one, with pure joy. She grew them herself, and she can't believe how good they taste!

When Tom and Emma Lane found their 3 year old daughter in the veggie patch that day, it sparked an idea. If they could do this for their children, why couldn't they do it for the rest of the community? And so the seed for The Farm was planted.

Stumbling across an 80 acre former dairy farm just a stone's throw from Byron Bay proper, the opportunity to transform the site (earmarked for housing) back to a fully functioning farm was too good to pass up. In 2013, they purchased the land and embarked on their journey.

What were you doing before you set up The Farm?

Tom and Emma, with their backgrounds in high fashion and advertising, acknowledge the power of having a clear vision and making ideas a reality. However they were understandably a little green when it came to farming. The two quickly partnered with experienced farmers who shared their ethos and forged knowledge-sharing relationships with similar establishments in Europe and the USA to direct and inform The Farm's transformation from idealistic concept to today's multi-faceted operation.

Their role as visionaries continues to feed the business with new ideas and their passion for seeing it through is unbridled. Ultimately however, their shared goal is as simple as that which saw them plant out that veggie patch on their property. Plant it, nurture it until it's ripe and healthy, and inspire a new generation to continue their legacy.



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And now The Farm is a fully-fledged and thriving eatery - why is it so sought after and creating such a global buzz?

Our motto Grow, Feed, Educate inspires all that we do, here and for the community at large. We believe that it is first-hand experience of seeing how food is grown and produced that makes the eating of it so much more pleasurable. From this simple pleasure sprouts a curiosity and desire to learn more.

You're clearly passionate about your brand - what's your edge?

The Farm is principally a working farm, we house a collection of micro-businesses all sharing in a common goal.

Our philosophy is built on our motto 'Grow, Feed, Educate'.

- Grow your food, your people and your community.

- Feed and nourish your physical self, your soul and the land on which you live.

- Educate yourself, your family and your community so that we can all actively participate as sustainable food growers, producers and consumers.

Do you do anything as a company to support ethical practises, social responsibility or local community projects?

Our mission is to play a crucial role in improving health and wellness from the ground up.

This encompasses the condition of our land, what we grow in it, the foods we consume from it and ultimately what we then become from achieving our goals. In the process, we will create a ripple effect, which can transform the wellness of ourselves and the greater community

With environmental sustainability and nurturing the land top of mind, we decided it was only right to extend this to cover social and economic sustainability too. Since opening our doors, we have developed a number of ongoing projects ensuring the business is forever giving back to the local community.



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What is your favourite Farm dish?

There are too many to choose from! From the Three Blue Ducks fresh and seasonal menu - to the Bread Social and their incredible organic sourdough and baked good to fresh produce straight out of one of our growers plots!

What does happy food mean to you?

We embrace produce that is organic or spray free and sustainably farmed. The Three Blue Ducks and the Bread Social get almost everything from the local area when it is in season, from southern Queensland to as far down as Port Macquarie.

What inspires you and the team at the Farm to keep on doing what makes you happy?

Being able to deepen our philosophy further with the addition of the motto - "Give Back". The Farm has been proud to support some incredible organisations such as Northern Rivers Community Foundation, Liberation Larder, Green Army and Fergus & Delilah to name a few.

What's your favourite high vibe quote or saying?

'It takes a village to raise a child' - the farm is the same philosophy. This is not about us but about the collective of like-minded people all striving for the same goals.