

## CASE STUDY: INDIGIEARTH

Food Futures Company

**GROW2ASIA** Program



### BACKGROUND

Indigiearth is an Award Winning business, with its headquarters in Mudgee - the heart of Wiradjuri Country. Indigiearth provides premium bush foods made from authentic Australian native products that are ethically sourced and sustainably harvested. Indigiearth is recognised as a leading NSW Indigenous business with experience and knowledge of bush food.

Sharon Winsor is a Ngemba Weilwan woman from North West NSW and the founder of Indigiearth, a 100% Aboriginal-owned and operated business. Sharon's greatest past-time as a youngster was to collect bush fruits and catch yabbies, which has led to her passion for sharing Aboriginal food in its pure form with everyone.

Traditionally bush tucker is women's business. We pride ourselves on maintaining traditional values in this area, supporting Aboriginal women in business and wild harvesting and growing bush foods, and continued education and support on a grassroots community level on the importance of bush foods, health benefits and what is happening on a commercial level in the industry.

Indigiearth works closely with Aboriginal communities who use traditional land management practices that respect the land to source native ingredients. Indigiearth is producing the finest products with modern technology and cultural experiences that are world-class.



"The rise of Australian Native foods is an important bridge to connect people with our Aboriginal culture and the land. These natural superfoods have many health benefits known to Indigenous Australia for 60 000 years."

**Sharon Winsor**

Founder, Indigiearth

### BEFORE GROW2ASIA

The Australian Native food industry is worth \$20 Million annually and growing rapidly. However, only 2% of the Native Food Industry is led by Indigenous founders. The demand for authentic, ethically sourced superfood ingredients with a transparent supply chain is now front of mind for consumers worldwide, including in South-East Asia. These Native ingredients have been recognised worldwide and used by chefs in international restaurants, further propelling their popularity.

Sharon joined the GROW2Asia program to build on her knowledge of exporting to expand into new ASEAN markets, beginning with Singapore.

### GROW2ASIA JOURNEY

Sharon began to build her knowledge bank of the ASEAN markets, learning about the different personas and purchasing habits of ASEAN consumers. During the GROW2Asia program, Sharon secured a deal with Woolworths to be the first Aboriginal-owned native food brand to be stocked on shelves nationally in Australia.

Through the meetings with Austrade Landing Pad in Singapore, Sharon was engaged as a consultant to 1-Group in Singapore and invited to participate in the official opening of KAARLA restaurant in Singapore, where they performed a Traditional Ceremony and joined Chef John Fiechtner in a presentation and preparing a morning tea and 5-course dining experience.

NSW Trade and Investment invited Indigiearth to join their delegation and exhibit at the Food Hotel Asia exhibition in September, Asia's largest gathering of leading F&B manufacturers and emerging brands and it was very successful. Indigiearth partnered with the very popular TV channel SBS on an episode of Adam and Poh's Malaysia in Australia with popular TV chefs Adam Liaw and Poh Ling Yeow.

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## WHAT'S NEXT?

### After the program

Sharon is continuing to follow up leads from her trips to Singapore and also looking at ways to export her Warakirri dining experience, a 4-hour dining experience with authentic cultural entertainment, musical and cultural storytelling, and in-depth knowledge of Aboriginal culture and food that can be recreated anywhere in the world and tailored to any venue.



"Global demand for native bushfoods continues to grow, especially in Asia, thanks to the demand for nutrient-packed superfoods. These Native ingredients have been recognised worldwide and used by chefs in international restaurants"

**Sharon Winsor**

Founder, Indigiearth



This project received grant funding from the Australian Government Department of Industry, Science Energy and Resources through the Women in STEM and Entrepreneurship Round 3 program

Food Futures Company acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present.