

CASE STUDY: NATIVE OZ BUSHFOODS

Farmers2Founders Harvest Program

Equipping high potential agrifood businesses with the capabilities to scale.



BACKGROUND

Doug and Tracey are the husband and wife duo behind Indigenous-owned and led business Native Oz Bushfoods which started some 16 years ago through their deep understanding of the importance of culture and native foods.

Doug, a proud Bundjalung man, would often experiment with different native spice blends, pairing them with meats and cooking distinctive, memorable meals for friends and family. With frequently satisfied dinner guests, he realised he might be on to something, so they set about trying to understand how they could turn their farm around by growing their own ingredients. Concerned by the decline over the years of knowledge and connection to native foods, Tracey and Doug set out to turn their 40-acre grazing and dry farming block into a bush food haven and grow their own ingredients for their gourmet range of products.

THE HARVEST PROGRAM

With 90% of Native Oz Bushfoods customers coming through social media, Doug and Tracey wanted to further understand how to leverage marketing to increase the exposure of their gourmet range and eco-tourism experiences. During the Harvest program, they worked on product positioning, pricing strategy digital marketing which helped them define their go-to-market strategy. Raising capital and funding growth was one area of focus for Tracey and Doug during the program and they learned the importance of preparation when raising capital and what they needed to build a data room.

Midway through the Harvest program, Native Oz Bushfoods partnered with Australian Uniquely Australian Foods and Professor Yasmina Sultanbawa in a Saltbush study analysing the nutritional value for export. Tracey and Doug's hard work during the program paid off and they were rewarded with solid traction in their business. By building relationships and extending their network they were invited to attend The Australian Indigenous Tourism Conference in Cairns where they listened to thought-provoking insights from tourism experts and industry-leading organisations and attended industry workshops and other networking events. They received national exposure through a morning TV segment on "The Today Show" and an article in "New Idea" magazine.



"We would like to give a special thank you to the F2F team as you have taught us valuable building blocks along the way that will help shape our road forward. With guided mentoring to assist us in building strong foundations. We look forward to working with the Farmers2Founders team in the future."

Tracey & Doug

Founders, Native Oz Bushfoods

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WHAT'S NEXT?

After the program

Post-program, Tracey and Doug will be using the road map they built with help from the coaches, mentors and F2F team to continue to accelerate their growth. They have applied for the NIAA Indigenous Tourism Fund grant to build an open-air shelter and disabled toilet for their Ecotourism experiences. A \$10 000 grant from Tourism Australia for film and photography will also help to generate exposure for their ecotourism experiences, boost visitor numbers and potentially double their revenue over coming months.

ABOUT FARMERS2FOUNDERS

Farmers2Founders help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. F2F helps support more producers to collaborate with agrifood tech developers and innovators in order to fast track the development, commercialisation and uptake of agrifood solutions.



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.