

CASE STUDY: CHOCOLATE ON PURPOSE

Farmers2Founders Harvest Program

Equipping high potential agrifood businesses with the capabilities to scale.



BACKGROUND

Chocolate on Purpose is a 100% Indigenous- led and owned business by Fiona Harrison, combining couverture chocolate with Australian native botanicals to create the Bush Food Chocolate range.

Fiona, a proud Wiradjuri woman, founded Australia's first Indigenous chocolate company after discovering the healing power and cultural importance of Australian native botanicals. She is on a mission to share her intricate cultural knowledge of Australian Native plants through story telling with her chocolate products. Fiona is supported in the business by Jo, her muddyi (Wiradjuri word for friend) who looks after production control and logistics.

Coming into the F2F Harvest program Fiona was looking to define her customer value proposition and improve Chocolate on Purpose's branding to create stronger marketing assets and overall awareness of the business. Fiona also knew she had to change her packaging to be able to communicate a premium and high quality product to her customers.

THE HARVEST PROGRAM

Fiona identified during Harvest that she needed to upscale her operations and to be able to supply in bulk to commercial customers. To facilitate this growth Fiona needed to purchase automated production machinery to grow the business' capacity to meet demand.

The automated production would increase capacity by 22.5kg per hour and increase revenue by \$3.2K per hour and reduce labour COGS by 13% but, to do this she needed assistance with raising funds and accessing grants.

During the Harvest program, Fiona worked hard defining her go to market strategy with the help of her coaches and mentors and her hard work paid off with the following increased traction:

- 668 Instagram engagements
- 2.5K visitors to website
- 7.2% visitors to sale conversion rate
- 9 new corporate customers
- 194 new individual customers

Fiona is passionate about building an Indigenous led and owned supply chain and increasing the participation of Indigenous people in this growing industry.



"The F2F team supported us in clarifying our business and mission to create an enterprise where our business and social goals worked together and ignited us to grow our customer base and almost double our revenue. The Harvest program has firmly set us on the road to success.

Fiona Harrison

Founder, Chocolate on Purpose

CASE STUDY: CHOCOLATE ON PURPOSE

Farmers2Founders Harvest Program



WHAT'S NEXT?

After the program

During the next 6-12 months Fiona will continue to implement the action plan she has built over the Harvest program. Chocolate on Purpose will:

- Launch SEO enabled website for direct sales
- Engage a photographer to enhance imagery for customer attraction
- Meet labeling requirements by commissioning nutritional panel design and ingredient listings
- Create custom print packaging to increase margins and stock availability.
- Increase revenue to \$250,000
- Employ a kitchen hand to help with the production growth



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.