



Seedlab Tasmania's Second Harvest

FRIDAY JULY 2ND, 2021



Programme

12 noon–1.30pm

Grazing Lunch* – Meet, Taste & Talk with the Seedlab Villagers
The Devil's Own Ice Creamery – Seedlab Sundaes

1.30–3pm

Opening Speeches; Seedlab Alumni Presentations;
Cultivator Presentations

3–3.30pm

Afternoon tea*

3.30–5pm

Cultivator Presentations Continued
Seedlab Tasmania: The Future

5–6.30pm

Network & Nibbles*

*Beverages of many types, some from our
Cultivators, are available for purchase from the
Mount Gnomon Bar throughout the day





Seedlab Tasmania

Seedlab Tasmania has now truly come of age, uniquely supporting over 105 Tasmanian start-up food, drink and agritourism businesses to start, scale and grow to success. Seedlab provides a program of training and support and one-on-one coaching. Since February 2020, Seedlab has brought the World to Tasmania via our global networks, with over 90 “Global Gurus and Local Legends” sharing their knowledge with our (and other) businesses.

We believe that the biggest thing Seedlab has achieved is to build a statewide community of like-minded people: the Seedlab Village. Seedlab helps people from all sorts of backgrounds: from lawyers to chefs, teachers to hairdressers, ecologists to engineers. People who have a passion and a drive to build their own lifestyle, lifelong, or grow-to-sell business, but who simply don't know, what they don't know (because they haven't done it before). Seedlab fills these knowledge gaps, and de-risks their growth. It prevents them having to reinvent every wheel themselves, and gets them where they want to be, faster, less expensively, and with a greater likelihood of success than going it alone.

The Seedlab program commences with “Bootcamp”, a live online program undertaken over two weeks. This provides tools for understanding your brand story, your target customers, your business growth aims, and your routes to market. Approximately a third to half

of the Bootcamp businesses are selected to take part in “Cultivate”, a 6 month Accelerator program which takes the businesses on a journey to help all aspects of their enterprise. 40 businesses have now participated in Cultivate. 12 of them graduate today.

Seedlab supports many businesses in regional areas of Tasmania (15% in the North-West, 23% in the North and 55% in the South with both Coasts also covered). All participants are sole operators or family businesses, with 28% in agri-food, 58% in food/drinks, 11% in agritourism, and a few service businesses too.

65% of the businesses are totally founded, or significantly co-founded by women.

“

Our Seedlab Tasmania Village has become a vibrant and valued postcode for the 105 businesses who have so far taken part in the program. We are immensely proud of the progress made by both our first and second crop of Cultivators, and we can't wait to start working with 13 new businesses in Cultivate #3”

Dr Hazel MacTavish-West
Founder of Seedlab Tasmania



Our Seedlab Alumni

Three of our Cultivate #1 Heroes who have undergone significant developments since First Harvest will share their subsequent journeys with you, and illustrate the benefits of the ongoing commitment Seedlab provides to our participants, who are all valued members of our Seedlab Village.



Red Cow Organics

Andy and Matt Jackman,
North-West Tasmania
(Food)

Andy and Matt Jackman produce deliciously creamy, organic cheeses from their Aussie Red Cows in Oldina, in North-West Tasmania. As a result of Seedlab Tasmania, Red Cow Organics has been able to grow strategically with the opportunity to expand further into interstate retail markets. The future of growth and the opportunities to focus on further distribution both domestically and for export are the focus of the company's growth in the next 2-3 years. Their involvement in Seedlab has provided them with the focus & business vision to achieve their goals. Seedlab has supported, nurtured and provided enormous knowledge, network and intelligence to their business.

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e info@redcoworganics.com.au

www.redcoworganics.com.au



Campo de Flori

Lisa Britzman, Southern
Tasmania (Agritourism)

Lisa and David own Campo de Flori, a boutique agritourism farm in Glen Huon. Lisa found connections within the Seedlab Community to value-add their produce. After Cultivate, Lisa developed many on-farm workshops and tours, and organised and ran the first



Art and Wine Trail in the Huon Valley. Lisa has been working with her local council to be a Brand Partner and taking grassroots steps to organise an agritourism trail in the Huon Valley. She has found new stockist to carry her lavender and ceramics products, including Glasshouse Restaurant. Lisa values having ongoing Seedlab support to answer questions and provide training on things she still needs help with. She values having the opportunity to pull her business into a cohesive brand, and the opportunity to meet other small businesses and learn from each other and of course all the Gurus.

m 03 6266 6370

e campodeflorilisa@gmail.com

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Sanyou Baijiu

Ian Sypkes, Northern
Tasmania (Beverage)

Since first Harvest, at Noya Spirits, we have completed some deep brand work in China and Australia and started to put together our final name and branding as Sanyou - Tasmanian Baijiu. Sanyou baijiu is currently being sampled by experts around Australia to help tune in our final flavour, and we are building towards a late 2021 product launch. Visit our website to get the first offer of our world-first baijiu.

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Meet our Cultivate #2 Crew

Bruny Island Mushrooms

Cat Davidson and Brad Moriarty, Southern Tasmania (Food)



After years of travelling, working as nature tour guides we chose beautiful Bruny Island to put down roots and to grow our own agri-business. To balance our love of nature with a successful agribusiness, we wished to grow delicious, fresh produce while living lightly, so we chose to produce delectable gourmet mushrooms. For the mindful gourmet food lover, Bruny Island Mushrooms are highest quality, deliciously fresh and grown sustainably with solar power. Grown 100% off-grid, our mushrooms enhance and enrich your meals, promising rich, exciting flavours with the lowest carbon footprint.

m 0402 723 777

e hello@brunyislandmushrooms.com.au

Bushcraft Botanicals Carolyn Seelen, Southern Tasmania (Beverages)



At Bushcraft Botanicals we're passionate about bringing Australians native flavours for their handcrafted tipples. We've gathered together some quite remarkable native bush fruits, herbs and spices, and created products with easy-to-use instructions so that food and drink enthusiasts can create their own beverages featuring Australian native botanicals. Our products are for the curious and creative, givers of gifts and for unforgettable occasions.

m 0400 688 510

e carolyn@bushcraftbotanicals.com.au

www.bushcraftbotanicals.com.au

Coaldale Walnuts

Phil and Jane Denning, Southern Tasmania (Agri-business and Food)



Phil and Jane have been growing their delicious cool-climate walnuts in the Coal Valley for 27 years, producing walnuts in shell and more recently, value adding, with production of walnut kernel and pickled walnuts. They have won many food award medals and supply high end Tasmanian retail outlets, mainland distributors as well as selling direct to public online. They have now been joined by their daughter and son in law as equal partners to create a truly family business.

e info@coaldalewalnuts.com.au

www.coaldalewalnuts.com.au

Curious Culture LT (Lauren Thomas), Northern Tasmania (Beverages)



Curious Culture is Tasmania's first Hard Kombucha Brewery. This quirky, full flavoured alcoholic bevvy is free from; preservatives, artificial sweeteners and gluten, offering a better-for-you brew. We are here to satisfy the thirst of the Consciously Curious.

m 0499 567 259

e AvocadoMoonBrew@gmail.com



Meet our Cultivate #2 Crew

Freshfield Grove Olives

Fiona and Glenn Makowski, Southern Tasmania (Food)



Freshfield Grove is a boutique olive grove owned by Fiona and Glenn Makowski, producing small batches of cool climate extra virgin olive oil and table olives in the Coal River Valley region of Southern Tasmania. Everything is done by hand on site, with no olive travelling more than 300m from tree to bottle. The products display fabulous colours, fresh aromas, and intense flavours to add a special touch to your food.

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Jack and Chelo Esther Rupenovic, Southern Tasmania (Pet Food)



Jack and Chelo was founded by Esther, the proud mum of two little Maltese Shihtzus named Jack and Chelo. Esther is a qualified chef who has worked in a number of top restaurants around Australia, New Zealand and London and she strongly believes that the nutrition of our pets is just as important as it is for us humans. When Esther couldn't find a dog food product that she was satisfied was good enough for her two boys, she began making her own. Esther has worked with a dog nutritionist and food technologist to ensure the meals are not only tasty, but that they also meet nutritional standards. Jack and Chelo dog meals use only Tasmanian, ethically sourced meat, and are a gourmet meal for your dog. Esther sells subscription boxes through her website, and also supplies local independent grocers and IGA's. Don't serve your best friend food, serve them a feast.

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Plenty Cider Grace and Adam D'Arcy, Southern Tasmania (Beverages)



At Plenty Cider, we take a new age approach to cider-making, using our combined skills learnt from working within Tasmania's premium beverage industry, to craft ciders which are innovative and fruit forward – meeting market demand for unique blends made by locals. Plenty Cider is based in Tasmania's pristine Derwent Valley, an agricultural mecca. Here we work closely with local growers to source tree-ripened fruits, picked at perfection – allowing us to hero real, fresh flavours and create a range which is refreshing, approachable and sessionable.

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Summerleas Distillery Tasmania Sarah Gunn and Paul Munday, Southern Tasmania (Beverages)



Founded in 2018, Summerleas Distillery is proudly owned and operated by Sarah Gunn, a 7th generation Tasmanian. Their award-winning Gin is crafted with traditional recipes using modern techniques for those with a thirst for life and an adventurous spirit! Each Gin has a story, and there are lots of stories to tell...a botanist naming local plants and sending a Tasmanian Tiger to Queen Victoria; showdowns with bushrangers and surviving prohibition; how a sole parent of six kids decided to risk everything to start a distillery, a daring dream to leave something of value for the next generation to build upon. Exciting plans for new facilities including a Cellar door and Gin School will attract local, interstate and eventually international visitors to Kingston and enable Summerleas distillery to meet export demand.

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e hello@summerleasdistillery.com.au

summerleasdistillery.com.au

Meet our Cultivate #2 Crew

Thai Larder

Patcharin (Ann) and Rob Atkinson, Southern Tasmania (Food)

Thai Larder is an artisanal Thai food producer that is passionate about creating truly authentic Thai flavours. Our convenient to prepare Thai cooking solutions are perfect for busy people who love healthy ingredients and great tasting authentic Thai food. Everything we do uses Tasmania's finest produce, and carefully blends this with traditional cooking methods and recipes so that you can recreate an authentic taste of Thailand in your own home.

e patcharin.atkinson@gmail.com
www.thailarder.com.au



Blue Mussels grown in Great Oyster Bay have an exceptional flavour and hold a special place in the heart of all seafood lovers who visit the region, because of that we have been working hard in recent years developing a range of value-added products to share our love of these tasty morsels to a wider audience. You can taste and share these wonderful mussels and relive that love from the ocean and those tastes and stories from your East Coast journeys. Find us in selected delis and retailers around Tasmania and at our farm gate outlets at Devils Corner Winery and Freycinet Marine Farm at Coles Bay.

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e oysters@freycinetmarinefarm.com
www.freycinetmarinefarm.com

The Devil's Own Ice Creamery

Emma and Martin Hamilton, Northern Tasmania (Food)

The Devil's Own Ice Creamery produce premium jersey milk ice cream and sorbet as well as devilishly delicious desserts. We've just evolved our business from a mobile food business to a fixed location ice cream parlour and cafe based in Launceston. We pride ourselves on the quality and provenance of our ingredients and are passionate about supporting local farmers as well as the Save the Tasmanian Devil Appeal.

m 0467 929 233
e admin@thedevelopsown.com.au
www.thedevelopsownicecreamery.com.au



Tunnel Hill Mushrooms

Dean Smith, Southern Tasmania (Agritourism)

Tunnel Hill Mushrooms is a family-owned business operated by Dean and Anita Smith located on a 9 acre hobby farm in the foothills of Mount Rumney. The mushrooms are cultivated in an historic sandstone 1891 railway tunnel which is a perfect, dark, humid growing room. Our business focuses on cold strain varieties that thrive in this environment producing large gourmet mushrooms with earthy, clean flavours. We supply some of Hobarts finest dining establishments and we are also keen to develop the business by having the tunnel as a unique and special event space. Tunnel Hill Mushrooms...Grow in the Dark.

e deanosmiff@hotmail.com
www.tunnelhillmushrooms.com.au



The Fishers of Freycinet

Julia and Giles Fisher, East Coast (Food)

Fishers of Freycinet is a proudly Tasmanian family-owned business and we have been growing magnificent Tasmanian delicacies in the pristine waters of the East Coast for the last fifteen years. Tasmanian

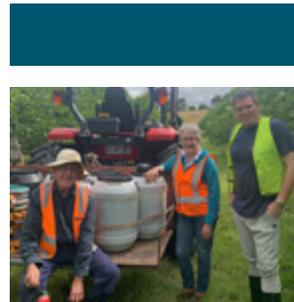




“

Seedlab has helped our business iron out all the crucial parts that a business needs to identify to enable them to scale up, grow up and be a serious player in our industries of choice. The experience and expertise on offer is so valuable. A reality check and confidence boost.”

Julia & Giles Fisher
Fishers of Freycinet





The Seedlab Team

Hazel MacTavish-West

Dr Hazel MacTavish-West is the Founder and Project Manager of Seedlab Tasmania. Hazel (aka The VegDoctor) is an experienced consultant food scientist and entrepreneur with global experience. Hazel is a Churchill Fellow, Director of MacTavish West Pty. Ltd. Founder of the Food Innovation Hub, and a founding member of the Tasmanian Food Cluster. Seedlab is Hazel's life, her love and her passion. Hazel organises the program, the gurus and the start-ups, and keeps the Calendars and the events ticking over, as well as coaching on new product development.



Darren West

Darren West is Seedlab's technology guru and is a highly experienced development engineer and technical manager with a proven track record of delivering diverse, complex technical projects across multiple industry sectors; he's also a Chartered electronic and professional engineer, and Director of MacTavish West Pty. Ltd. Darren makes behind the scenes in Seedlab work, managing our online LMS, The Seedlab Academy, among many other things.



Ray Butcher

Ray Butcher started his career in supermarkets in the UK in 1970 with roles in operations, new store development, buying, marketing, product development, category development and training. As the director of Inoplus Pty Ltd Ray helps producers manage their business with supermarkets and supports the development of business opportunities with a focus on the numbers. Ray is our go-to man for lean and business support, and asks the hard questions to keep businesses on track.



Amanda Hinks

Amanda has a passion for nurturing and supporting people to be the very best they can be, both professionally and personally. She worked for 40 years in the Tasmanian Public Service, which equipped her with expertise in creating and developing effective teams, leading for high performance, goal setting, cognitive and growth coaching, developing business structures and processes and creating safe work places. Amanda helps our businesses get their HR and protocols in place for success.



Andy Cooley

Andy brings 20+ years of senior creative experience in design, advertising, FMCG Innovation & NPd to Seedlab. Having designed brands for companies like Coca-Cola, PepsiCo and Suntory Japan; and created integrated ATL/BTL national advertising campaigns for companies such as Telstra, Australian Tourism Commission and Woolworths to name a few. Andy works with Iain to help our start-ups tell their unique Tasmanian story, and foster local creative talent with his knowledge and experience.



Emma Skalicky

Emma has designed for and supported the social media platforms of arts-related businesses since 2014, including running social media for several local theatre companies. Additionally, she is an English tutor at the University of Tasmania, and an emerging playwright. Across these industries, Emma's work ethos is built around authentic storytelling and interaction. Emma helps share the Seedlab stories on social media, and trains the start-ups to do this themselves.



Iain White

Iain started his career in Advertising and Brand Strategy in the UK in the late 70's before moving to Japan in the mid 80's and Australia in the mid 90's. Iain has worked in a wide range of countries – Australia, UK, HK, Singapore, Japan, Thailand and Malaysia as well as a wide range of categories ranging from food companies such as Kraft (Vegemite of course!), as well as luxury goods (de Beers Diamonds), alcohol (San Miguel etc) automotive (Mazda etc) and airlines (Cathay Pacific etc). Iain puts the "Story" in "Story & Brand".



What They Said

We regularly survey our Seedlabbers for their feedback on everything. Here's what a few of them said about Cultivate #2, specifically:

“

Seedlab is exposing us to so many areas of business which will allow us to grow effectively in a compressed timeframe. Without Seedlab and the mentoring and training we receive; we would have had to find our own way and make many mistakes to reach the same end point much later”.

Phila and Jane Dening
Coaldale Walnuts



“

We have found Seedlab invaluable. It has helped us take our business idea and give it strength, structure and clarity. We have moved through the well structured Cultivate course and gained confidence and knowledge in every session. Getting to know the other participants and watching their progress is lovely and exciting, we feel proud of everyone's achievements and part of something very special”.

Cat and Brad
Bruny Island Mushrooms





Seedlab is fantastic for sole entrepreneurs that need help finding all the people and resources to get them moving towards becoming a successful and scalable business”.

Esther Rupenovic
Jack & Chelo



Seedlab has helped us better understand our business metrics and who are target market are. They have helped us improve our marketing strategy and helped us identify new sales channels. We also now have a better understanding of how to scale up our business in a more safe and sustainable way.”

Emma & Martin Hamilton
The Devil’s Own Ice Creamery



SeedCounting

New businesses have been firmly established, sales contracts have been cemented with major retailers, and many have expanded and diversified their businesses models and market segments.



105 Businesses participated in **Bootcamp**

\$25,000

= the self-assessed **potential value of Bootcamp** to a startup over the next 12 months

40 Businesses participated in **Cultivate**



51% better at **identifying on** appropriate sales channels

48% more **focused on Minimum Viable Product** and how to evolve it

40% better at **understanding their target customers** and how to talk to them

35% better at **positioning their brand** for optimum success

34% more awareness of what to do about their **business challenges**

>\$50,000

= the **self-assessed potential value of Cultivate** to a startup over the next 12 months

4 FTE new staff in the 12 months after Cultivate (ave.)



Seedlab: The Future

Our current program of funding ends as 2021 draws to a close. But we have so much yet to do. We receive 1-2 new registrations in our inbox weekly – from people who need help to make their business dreams real. When we actively open this up to new applicants, we receive 1-2 per day. 35% of the businesses who have taken part in Bootcamp, were not yet ready for Cultivate, but they will be soon.

We have a proven track record, and have developed a unique program and toolkits that effect change. In addition, we have identified opportunities to help not only start-ups, but also SME and even larger businesses to focus, to be better at what they do, and to meet more consumer needs with the products, services and brands they provide. We want to help.

We are looking at different ways we can help a broad spectrum of food, drink and agri-businesses to start, scale and grow.

Would you like to be part of this future? If you are a:

1. Global Guru or Local Legend and would like to come and tell your story, and be a coach or mentor for our growing Seedlab Village.
2. Successful business who would like to support one (or more) start-up or SME business to undertake the Seedlab Program.
3. Regional or other institute or company who may like to support a number of businesses in your region to progress through the Seedlab program as a cohort group.
4. Provider of more strategic, significant support to enable Seedlab to provide ongoing statewide or even National support for 12, 24 or 36 months.

Then we are looking for you.

Please get in touch with Seedlab to discuss your interest in becoming part of Seedlab Tasmania: The Future.

hello@seedlabtasmania.com.au



The Seedlab Tasmania Project is supported by the Australian Government Department of Industry, Science, Energy and Resources through Incubator Support initiative funding as part of the Entrepreneurs' Programme. In addition to sponsorship from other institutes/companies.

Thank you all for your support.

Save the Date!

Third Harvest: Friday November 26th, 2021



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