



23 July 2021

Avoiding the saleyards – lessons from direct marketing

Guy Robertson
Mount Gnomon Farm

Free Range Pigs

- Objective was to direct market and establish Tasmania's first commercial free range pig farm.



Happy healthy outdoor pigs



Direct marketing

- Establishing a brand
- Place of origin – Mount Gnomon Farm
- Direct marketing
- Butcher/abattoir
- Restaurants
- Hill Street Grocers



Opening the farm



Engaging the community



Pigsaw puzzle, control of process



Product development



Original
recipes -
uniqueness



Farmers markets



Festivals

The Advocate Primary Producers Mount Gnomon home of rarities

By JO CLYDESDALE

RARE breeds are building up at Mount Gnomon Farm. Underneath Mount Gnomon at the edge of a reserve near Penryn, Guy Robertson is raising awareness of unusual stock around the world. "It's about a breed a month of farming animals," Mr Robertson said. "Mr Robertson said endangered livestock much less attention is to have as many as possible." Saddleback pigs are the main focus of the farm, and there are plans to introduce more in the coming year.

There are 25 animals on the farm, and the target is to have 100 in the coming year.

are turned out and will be

Cooee and, no noise

in- g.



■ BRIEF

Twilight

GET down to the Twilight Market. Thursday next week, 3-7pm at the Devon Showgrounds. The market is getting in early, because it's so quick.

New year b

THE Burnie Farmers' Market will not be held on January 1. The market is closed due to the first Burnie Farmers' Market. The new year is on January 2. The market is on January 2. The market is on January 2. The market is on January 2.

No move yet

THE Rural Financial Counsellor Service (RFFCS) is still open. The service is still open. The service is still open. The service is still open. The service is still open. The service is still open.

Utilise the media – all forms



Constantly
evolve and try
new things



Agritourism – functions and future directions



Agritourism – functions and future directions



Large function space



Agritourism – What is suited to your location?





All weather
venue

Top three take home messages

1. Is there a market opportunity?
2. Community engagement – tell your story.
3. Be original – learn from others but copying rarely works. Product differentiation-branding but also develop your own products

Tools, resources & training

- Business support groups, Sprout, Seedlab, State Growth, Digital Ready.
- Chat to other producers.
- Podcasts, websites.



Remain optimistic

Guy Robertson
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RED MEAT UPDATES
TASMANIA