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Diversification within the family farm

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Littlewood Berry Farm/Littlewood Lamb

Family farms and background

- Recently married and became a Johnson where I have inherited an amazing supportive husband and 2 stepchildren
- I am the 5th working generation on our family farm
- I came home 15 years ago
- Studied in NZ at Lincoln University
- Worked part time for family farms (where I could) as there were already other staff hired
- Worked locally in hospitality for another farming family, formed amazing relationships with chefs and where ideas started to happen

Family farms

Richmond – Anglewood - Irrigated

- 900 acres, also share farm 150 acres with cousin next door
- Cropping, mainly forage and finishing crops
- Small seed production
- Cereals and hay (feed bank for other farm)
- 600 merino ewes and 700 - 800 fat lambs for finishing

Buckland – Littleworth - Dryland

- 1500 acres - 25% bush other 75% pasture
- Currently running 1100 merino ewes, 500 ewe lambs, 500 wether lambs
- Ewe lambs kept as replacements
- Wethers finished and sold through local stock agent
- All culls (age or non-desirable characteristics) go to Richmond as fat lamb breeders

Other enterprises of S & D Johnson

- Littlewood Berry Farm
- Littlewood Southdowns
- Run our own 280 merinos as a local farm that is half under vines
- Husband has a small contracting business where he operates locally and for our family farm, otherwise he works on our small businesses as well as for a new project in the valley that will have a promising future for cropping in the Coal Valley

Littlewood Berry farm

- Started 10 years ago
- Off the back of an idea from my mum and dad
- What we have created has really shaped the direction I want the family farm to move forward with into the future
- Created products to help reduce and create nearly zero waste
- All surplus/damaged/'ugly' strawberries go into other products such as our jam gin, strawberry liqueur, ice-cream, strawberry jam - all made by local businesses





Diversification and Business Growth

At the start we created a business which we thought we could keep small. This mentality has not changed but we are trying to make sure we work on quality and not quantity.



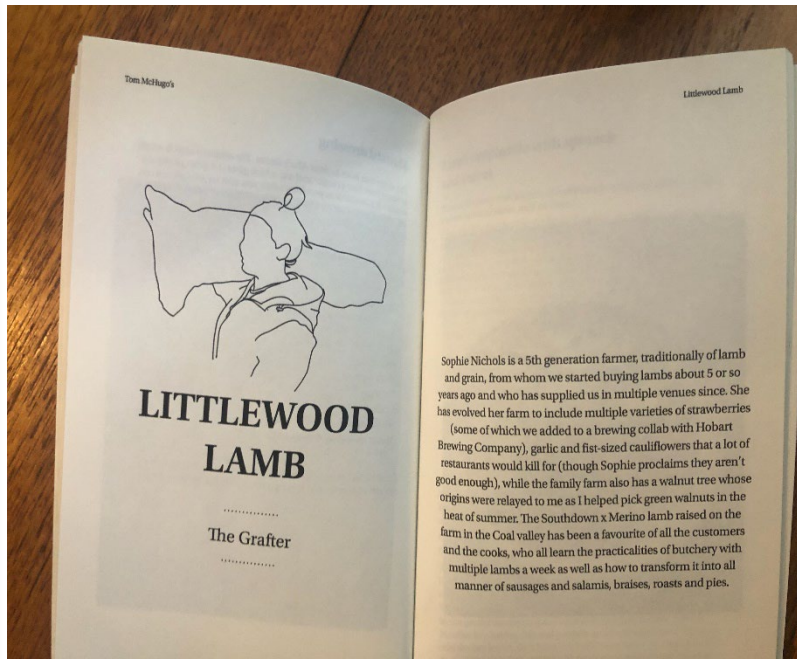
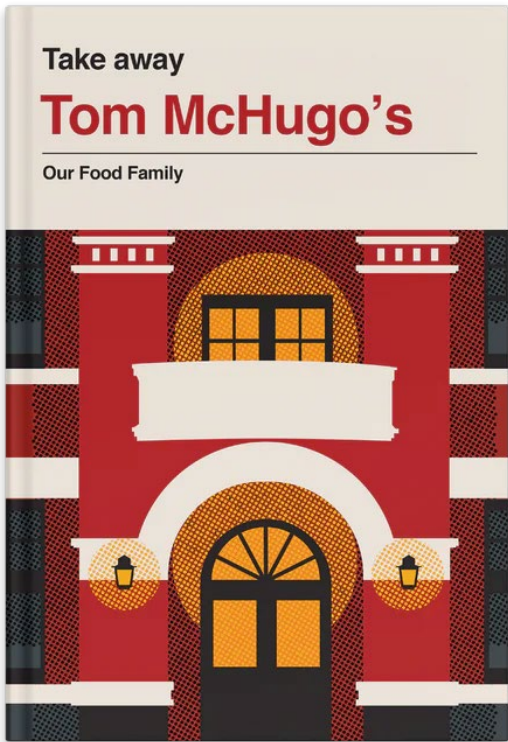
- Affordability for families
- Educational
- Creates sustainability into future
- Meet your farmer



Littlewood Lamb



- Started 8 years ago
- With simple conversation and getting to know my consumers I asked 'what they were after or wanted'
- The answer.... They wanted:
 - To know the producer and the product background
 - Know it was sustainable and ethically raised
 - Provenance and food kilometres
 - Plus have a bloody good product



Littlewood Lamb- benefits for family farm



- We sell 500 - 600 lambs through the Littlewood Lamb banner annually
- Profit is the same as if we were to finish 1000 lambs
- We are a VERY small business, we don't want to break records
- We just want to be known as the connection of the city to the country and for our premium product

Marketing

- Establishing a brand- if you love what you do and are passionate about your product it is a lot easier to market and sell
- Product to plate and authenticity (always be honest about your product) it is ok to sell out
- Butcher/abattoir
- Restaurants – always use our name on the menu with our product
- FACEBOOK social media
- Website – NEW check it out

www.littlewoodfarm.com.au



Future for the farm

- Our location in the Coal Valley is key
- The family farm will benefit from working with Littlewood (which will be combined in the future) - 'simplification of adding businesses'
- School groups
- School excursions for children between the grades of early learning to grade 12, learning about wool and the job opportunities available, shearing schools
- Future work force and planting farming as a future for younger generations/ shearing schools/ wool handling courses



Top three take home messages

1. Is there a market opportunity for your location?
2. Learn to tell your story and get to know your consumer and what they want.
3. Always be honest and truthful, stay true to your brand/product. Not everything might have a financial benefit at the beginning, but it is the relationships you forge that are priceless in business.

Tools, resources & training

- Chat to other producers in state, out of area and overseas/travel
- Business support and Farming groups (CRPA), FGT, MLA, AWI
- Constant research books, websites



Littlewood Lamb

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Littlewood Farms

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