



RED MEAT UPDATES

T A S M A N I A



Gate to Plate

Diversifying and expanding into the retail sector....the experience from a value adding venture



Ellie Wheeler
Landfall Farm Fresh



Family history

- Landfall Angus
- Victoree Angus
- Grandfather's retail vision
- Fifth generation – five siblings
- Succession planning
- Landfall Farm Fresh



Succession a success for the
Archer kids at Landfall

Too often the fifth generation on the land works around outmoded wisdom and tradition – but not the Archers of Landfall. This impressive band of young siblings has embraced value adding and a thoroughly modern approach to business.

Why expand, diversify — value add?

- Ability for non-farming family to remain involved in the business
- Opportunity to expand into new sector
- Directly market farm produce and promote local food production



Key milestones

- June 2008: Established Landfall Farm Fresh Pty Ltd
- December 2009: Opened retail outlet Balfour St



Key milestones

- Nov 2014 – Oct 2015: Strategic business planning
- March 2015: Expanded trading to four days week
- Nov 2015: Shop renovations phase 1
- April 2017: Shop renovations phase 2



Value of direct consumer feedback

- Provenance — demand for locally produced
- Importance animal welfare and health
- Greater understanding of market demand
- Ability to monitor carcass quality with direct feedback loop to primary production



Experiences — opportunities

- Provide consumer choice and personalised customer service
- Ability to communicate point of difference
- Directly market Landfall Angus Beef and Landfall Prime Lamb — very rewarding
- Integrated secure supply chain
- Add value to the Landfall brand



Experiences — challenges

- Nature of retail industry
- Recruitment and human resource management
- Perishable product
- Waste management — utilising whole carcase
- Managing demand — retail versus wholesale supply
- Comparison to competitors'
- Slowly, slowly — business longevity



 Landfall Farm Fresh
PET MEAT ON SPECIAL TODAY

#keepthemhealthy #landfallmeats

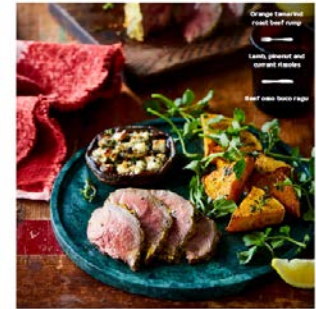


 Landfall Farm Fresh
Did we hear you say SOUP!?!
We've got it all:
- lamb soup bones
- beef soup bones
- beef broth marrow bones
- chicken frames
#itsthattimeofyear #winterhasarrived

Key learnings

- Skill development and training
 - Meat Executive Program
 - TasTAFE
 - MLA: Beefing up your profits events
- Tool and resource utilisation
 - MLA: marketing campaigns
Entice Magazines, Beef and Lamb website
 - Australian Butchers' Guild
 - Meat Standards Australia
 - Australian Meat Industry Council

ENTICE



BEF We love our Lamb

BEEF AND LAMB
.COM.AU



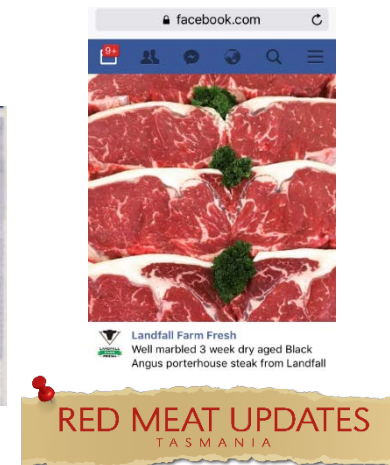
Key learnings

- Engagement of experts and mentors
 - Macquarie Franklin, Summit Strategy, Industry leaders Gate to Plate experience
- Need a 'driver' and have to back yourself
- Developing proud and passionate teams
- Strength of family business
- Industry involvement and marketing



Industry involvement and marketing

- Paddock to Plate festivals
- Competitions and awards
- Community support — donations
- Facebook and Instagram
- Word of mouth and reputation



Industry involvement and marketing

Example: Selector Magazine — MLA

Josef Chromy and Landfall/Landfall Farm Fresh



Industry involvement and marketing

Example: Meat Livestock Australia video

[True Aussie Beef and Lamb https://youtu.be/rJjeVvAcmKc](https://youtu.be/rJjeVvAcmKc)

The ideal home

Trusted partners

Pure enjoyment

Australia's unique climate and environment allow our livestock to live in their natural state all year round and enables consistent supply (MLA, 2014).



Top three take-home messages

- Invest in business and team development, continuous improvement and succession planning to build resilience.
- Brand integrity, values and consumer relationship.
- Know your product and market, keep approach real and fresh, keep the passion – remember it's about the experience and the story!

“Excellent local produce from a passionate local family”

“Families like you are the reason why my family moved to Tassie.....I love buying 'real' food....from 'real' people”



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Thank you



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