



## Seedlab Flourishes

We're celebrating our first flourishing year in Seedlab by highlighting the growth sprouting up from our startups, and we're getting revved up about our big plans for keeping the conversations and connections yielding fruitful bounty in year 2.

What a year 2020 has been! It feels like eons since we launched Seedlab on that balmy evening in the Royal Tasmanian Botanical Gardens in February. A lifetime ago that we toured Tasmania with our information sessions, and kicked off Bootcamp in Burnie, Kingston and Launceston. The marathon journey that was Cultivate #1 via Zoom still feels fresh in our minds, culminating in a totally fabulous First Harvest festival where several of our Cultivators met each other,

and some of the Team, face to face for the first time. Watch the video from the event [here](#). More recent was the discovery that Bootcamp via Zoom felt just the same as it did face to face, and now here we are with a freshly minted Cultivate #2 crew!

**Seed Counting:** When we counted them up, we were thrilled to find that we have had touchpoints with over 150 Tassie businesses this year in our various events

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and conversations. And: more than 80 Global Gurus and Local Legends (as we call them) have shared their wit, wisdom and networks with us. Team Seedlab has grown too, to meet the needs of the businesses and the program, adding in the amazing **Amanda Hinds** with her skills for building people – a crucial element for business.

But we've also been monitoring our startups and watching their evolution and growth:

- ✓ New distributors found
- ✓ New retail listings
- ✓ New commercial kitchens established
- ✓ New products launched
- ✓ New more sustainable packaging proven
- ✓ New brands developed
- ✓ New export enquiries answered
- ✓ New grants received
- ✓ New equipment purchased
- ✓ New activities commenced
- ✓ Increased production volumes underway

And that doesn't even begin to capture the new-found confidence we see in their communications – a presentation given at the drop of a hat here, a social media frenzy over there.

And the strength of the new connections being made: a new collaboration here, a combined hamper there, a shared experience enjoyed.

We have seen that it not only takes a village to deliver Seedlab – but that Seedlab is the village. Complete with library, market-place, animal park, creche, community garden and café.

**What a flourishing postcode Seedlab has become! Bring year two on!**







## Cultivate Evolves

How fast does a left-handed, albino snail zoom? How hard can a kombucha be? These and other conundrums will be answered by our new Cultivate Two crew of 13: a diverse bunch if ever there was one! Luckily we have a jam packed and shiny new program all ready for them!

Not only have we 13 new captivating Cultivators in the Glasshouse, we also have a more streamlined program all ready for them, evolved from our learnings from Cultivate #1. We will roll the program out in a progressive order and utilise the rich recorded content on the Seedlab Academy, augmented with new programs – many of which we will also make available to Cultivate #1.

New, augmented Cultivate #2 content includes:

- Dare to Lead, a 10 week course – with Dr Polly McGee
- Human Resource Strategies – with Amanda Hinds
- Legals and Regulatory Issues – with a range of providers
- The 4 P's of Marketing, a 4 week course – with Story & Brand
- Focus Groups – with real live products and people

- Woolworths Insights – building on last time with new content (tbc)
- Business Insights – from a diverse procession of Global Gurus and Local Legends.
- Propagate Masterclasses – see later in this Leaflet for the program.

And we'll also bring back live highlights from before, including:

- Seedlab on Tour – where we visit, see, taste and talk to our Cultivators
- The Potting Shed – where we discuss individual business aims as a team
- Design Your Future, a 6 week course with early career graphic design students from UTas and TasTAFE
- Ask the Accountant – with Michael Harvey of MDH Accountants – made available to Seedlab Alumni
- And all the rest of the core content...

The village buzzes!

## Meet our Cultivate #2 Crew:

### Barefoot Organics – North-West

Kylie Rogerson established Barefoot Organics in Port Sorell in the North West of Tasmania. Barefoot Organics grows and breeds snails (*Helix Aspersa*) and is developing products from snails for the restaurant trade in Australia and overseas.

### Bruny Island Mushrooms – South

Cat Davidson & Brad Moriarty are the Founders of Bruny Island Mushrooms based in the South of Bruny Island. Bruny Island Mushrooms will grow deliciously fresh mushrooms that are not only nutritious, ethical & sustainable, but also taste incredible, providing a delicious versatile choice for reducing meat consumption with a unique provenance experience.

### Bushcraft Botanicals – South

Carolyn Seelen is the Founder of Bushcraft Botanicals, based in Hobart. Carolyn combines Australian bush botanicals in kits for consumers to create unique flavours in handcrafted gin and other tipples.

### Coaldale Walnuts – South

Jane and Phil Denning of Coaldale walnuts, Richmond, supply high quality walnut products on an impressive scale. Their Seedlab aspirations are to export their delicious pickled walnuts.

### Fishers of Freycinet – East Coast

Fishers of Freycinet is a brand developed by Julia and Giles Fisher from Freycinet Marine Farm, who grow award-winning oysters and mussels on their farm on Tasmania's beautiful East Coast. Fishers of Freycinet is a range of award winning, delightful mussel products, ready for consumers to enjoy, and with the help of Seedlab, aims to expand its horizons into export markets in the near future.

### Freshfield Grove – South

Fiona and Glenn Makowski own Freshfield Grove, located in Campania. Freshfield Grove

produces intensely flavoured Tasmanian small batch extra virgin olive oil and olives for people who love their food to pack a punch.

### Jack and Chelo – South

Esther Rupenovic is the Founder of Jack and Chelo, based in West Hobart. Jack and Chelo produces real food for healthy dogs. 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.

### Moonshine 'Booch – North

Lauren Brown (LT) is the Founder of Moonshine 'Booch in Launceston, Tasmania. LT is going to take her years of kombucha brewing experience and bring to market Tasmania's first Hard Kombucha.

### Plenty Cider – South

Grace and Adam D'Arcy are based in the Derwent Valley and launched 'Plenty Cider' in 2019. As a 'new world' producer, creativity is their core value. They utilise locally sourced seasonal fruit to craft full flavoured, fruit driven ciders.







### Summerleas Distillery – South

Summerleas Distillery Tasmania, Kingston, was founded by Sarah Gunn in March 2018, representing a 7th generation Tasmanian family meticulously producing small batch hand crafted spirits.

### Thai Larder – South

Ann and Rob Atkinson are based in Sandford, Tasmania. Thai Larder is an artisanal food producer making authentic Thai fusion cuisine for those who love food made from scratch but are time poor.

### The Devil's Own Ice Creamery – North

Martin and Emma Hamilton from The Devil's Own Ice Creamery in Westbury, make incredible ice cream from organic jersey milk and sensational sorbet from as much locally sourced organic produce as possible.

### Tunnel Hill Mushrooms – South

Anita and Dean Smith of Tunnel Hill Mushrooms, Mt Rumney, produce gourmet quality mushrooms cultivated in a unique growing environment that will leave visitors with an experience they won't soon forget.

## Fruit Flourishes and Bubbles:

On a daily basis we receive social media posts, videos, emails, texts and phone calls from our startups highlighting with great excitement the developments they are experiencing. Tears of happiness have been shed, and bubbly has been shared.

## Here's Some Seed Bites:

### Seedsations, Rachel Tulloch (Cultivate #1):

Rachel developed a new brand name, got a new logo via Design Your Future, and evolved her product range within Cultivate. Hobart-based, Rachel has since been approached by investors, her seedsational products have been approved for Tasmania School Canteens, and she informs us:

- 1 We have been approved to supply all Hill Street stores! We will be increasing the number we supply to from the initial 3, and will be doing many in-store tastings straight after Christmas with them.
- 1 We are supplying vending machines in gyms on the mainland in early 2021
- 1 We have some other exciting stuff happening – but it is under wraps at present!
- 1 We are in talks with a few schools to get into their tuckshops in 2021
- 1 We are back at Hobart Twilight markets, are doing Veganfest Tasmania in December.

Well done Rach! [seedsations.com.au](https://seedsations.com.au)





### Little Isle Mushrooms, Ian Kam and Aimee Datlen (Cultivate #1):

These guys launched a new look box, label, and Grow-Your-Own-Mushrooms brochure at First Harvest, and since then are rapidly expanding their fresh mushroom production capacity in Snug, in Southern Tasmania, as a result of being accepted to supply Hill Street Grocer with their Tasmania shiitake (a bubbly moment!). There are some exciting “secret sauce” developments in the wings which will lead to export opportunities too. These guys are our Seedlab Fun-Guys!

[littleislemushrooms.com.au](http://littleislemushrooms.com.au)

### Bread Architect, Chris Stafferton (Cultivate #1):

Devonport-based Chris launched a new-look logo (from Design Your Future), and three new packs of make-at-home gluten-free sourdough bread kits at First Harvest (an idea he got at one of our Information Sessions back in February). He’s been working closely with Professor Tom Ross at U Tas and the Seedlab Team to ensure the authentic and nutritious kits are safe and shelf-stable. Watch this space! Chris was also thrilled to be featured in an international podcast alongside esteemed gurus of the baking world – have a listen [here](#)

[breadarchitect.com](http://breadarchitect.com)



### Campo de Flori, Lisa Britzman (Cultivate #1):

Lisa had some real epiphanies in her Seedlab journey – cohesively bringing together her beautiful farm in the Huon Valley where she grows lavender, saffron, olives and makes world class ceramics inspired by the beauty around her. Lisa launched a new brochure inviting tourists to “Discover a World of Beauty at Campo de Flori” at First Harvest, alongside a video developed by the Seedlab team. Watch the video [here](#)

Lisa was heavily impacted by the most recent bushfires, and what with COVID-19, 2020 was proving to be a tricky year. Lisa emerged from Seedlab inspired to make agri-tourism and art connections around her, and thus spearheaded the development of the [Huon Valley Art and Wine Trail](#). Lisa also developed a number of rapidly sold out, COVID-safe ceramic and wreath making workshops which have set the scene for further developments in 2021. Onwards and upwards, Lisa!

[campodeflori.com](http://campodeflori.com)

### Glen Torrie Pastures, Pippa Mills and Perina Kentish (Cultivate #1):

Pippa not only produces beef with fabulous, old fashioned flavour, grown on good soil near Wynyard in the North-West of Tassie augmented by the Glen Torrie Regenerative agriculture practices, but it’s also delivered direct to your door in convenient 5 or larger 10kg boxes (AND delivers Pippa’s “nose to tail” philosophy)! Within Seedlab, Pippa identified an opportunity to promote the smaller boxes and pack sizes, and to use more sustainable



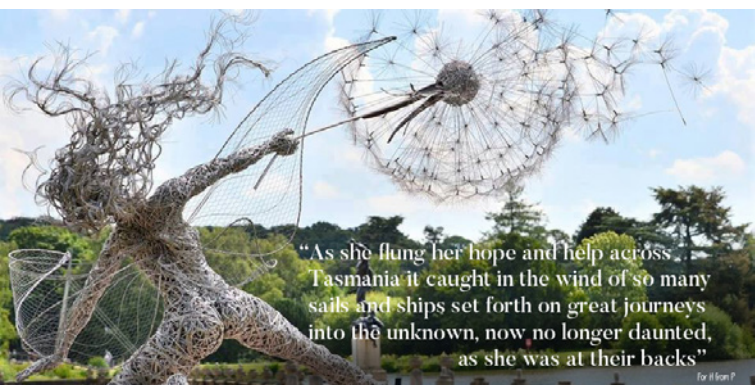


packaging. Glen Torrie now delivers their beef in wool-lined boxes developed by [Planet Protector Packaging](#), which the Seedlab team helped prove out-performed the foil bags. Where the foil bags changed 2–2.5°C in 24hrs, the wool liners only moved 1–1.5°C. This enables longer transit times for safe meat deliveries, and allows Pippa to access Sydney and Melbourne markets with her beef boxes. Result!

Pippa has also worked closely with Ray Butcher to look at plans for expansion in the future via collaboration with other Regenerative Agriculture producers and is looking into controlling more of the whole production process from farm to box. Go Pippa and family!

[glentorriepastures.com](http://glentorriepastures.com)

*Pippa also sent Hazel this recently:*



### **Guide Falls Farm, Rachel Jacka (Cultivate #1):**

The powerhouse that is Rachel Jacka with her young family, have been accelerating through the last 6 months – expanding their Regenerative agriculture agri-tourism animal adventure park and adventure hub just South of Burnie in the North-West of Tasmania. Rachel has expanded to include a Paddock to Plate restaurant, a butchery, a function centre and to vertically integrate her production of animal proteins and vegetables.



A new logo courtesy of Design Your Future, a more focused production enterprise after work on product costings, and a stronger brand story have all helped Rachel build her business. Rachel supports many other local businesses and was thrilled to launch her Picnic in the Paddock experience at the end of November. Go Rach!

[guidefallsfarm.com](http://guidefallsfarm.com)

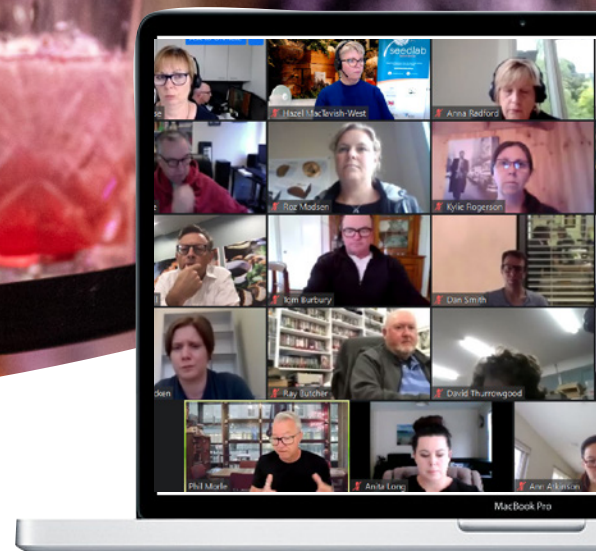
### **But wait! There's more:**

All the news above doesn't highlight any of the massive outcomes with new Export-focused brands and packaging and new activities to be launched in early 2021 by Noya Spirits, Blue Trail Gin, and the rest of the Cultivate #1 crew (we have to save something for Leaflet #6!).

And it doesn't even begin to capture the new-found confidence the startups are demonstrating in their communications: a presentation given at the drop of a hat here, a social media frenzy over there. And the strength of the new connections being made: a new collaboration here, a combined hamper there, and an experience shared.

These developments are not the exclusive benefit for startups completing Cultivate, as the connections made between our Bootcamp #2 businesses demonstrates: Carolyn from [Bushcraft Botanicals](#) reports that Roz from [House of Fudge](#) has been selling her products at Roz's highly successful 'Bubbles and Shop' nights. LT from [Moonshine 'Booch](#) also kindly shared some of her kombucha wisdom with Carolyn, to help her develop bush botanical kombucha flavourings. Carolyn says she's: "hoping more collaborations will arise along the way, and I'm more than happy to help share/assist others if opportunities arise". Great stuff!





## Propagation Proves Powerful

We kicked off the Seedlab Propagate Program in October with a delicious dollop of food innovation in conjunction with CSIRO and delivered by 15 fab speakers via a vibrant zoom fest. We have big plans for a powerhouse of more Masterclasses and Workshops in 2021: check out our Calendar!

Propagate aims to bring globally recognised speakers to deliver online Masterclasses on a diverse range of commercially relevant topics – from food technology to fermentation specifics to marketing food in export markets. We make these events available to the wider community on a ticketed basis, and this has been very successful in generating additional access to, and visibility of the Seedlab program.

Our first foray into Propagate Masterclasses was organised in conjunction with CSIRO Food Innovation Hubs and Dr Tom Lewis, of RDS Partners: **Developing Value-Added Foods: What could the future look like?** Took our participants – 70 of them from all over Australia and Tasmania – on a journey to gain insights from Global Gurus and Local Legends

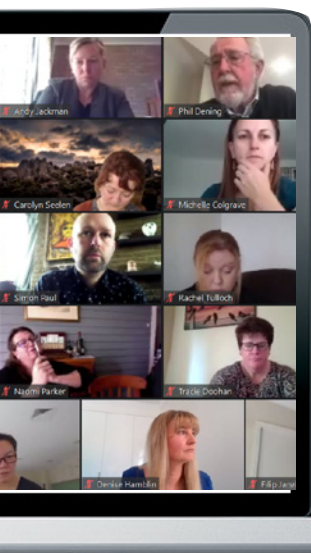
on utilising food technology including freeze-drying and a plant-based focus to develop premium food and beverage products for export. We heard from a fab mix of 15 Local Legends and Global Gurus who strutted their stuff via Zoom in 15 minute segments, which kept the tone vibrant and led to a great discussion. Here's just a sampler:

- Nick Hazell, V2 Foods
- Denise Hamblin, Kantar Insights.
- Simon Paul, Lauds Plant Based Foods
- Chris de Bono, Meru Foods

A highlight was the online Network & Nibble session, where we munched and sipped on samples of innovative ambient food products from Tasmanian food innovators including Forager Fruits and Ashgrove Cheese, in addition to interesting ambient food and drink products from our Seedlab Cultivate businesses.







## Fab Feedback

“

*Thanks so much for today, it was just brilliant. I saw it advertised on LinkedIn and myself and one of my new colleagues got tickets just last week – only my second week at the business – such a perfect fit for the new job! I was just wondering if myself and Brendan will be getting sent a nibble pack? We are looking at the products now and are so interested in having a look (and taste of course!!) of all of these products – if we were too late to get them with our ticket, is there a way we can purchase some from you?”*

**Michelle from RMR Process (Melbourne)**

## Oh! And this complaint from Dan:

“

*First, a complaint! I received my nibbles pack today and for the life of me I can't figure out how it will survive until the event. Please consider putting less tasty items in next time!”*

## Check out the Seedlab Tasmania Propagate Calendar 2021:

Date	Topic	Format	Duration (hours)
February 23	Propagate #3: Tasmanian Products into South-Asia: Provenance & Positioning.	Masterclass via Zoom	4
March 9	Propagate #4: Insights to Actions - Using the Innova Database and other Consumer Insights to Innovate.	Workshop via Zoom	4-5
March 23	Propagate #5: Ideation and Rapid Proto-Typing, Virtual Reality Supermarket	Workshop via Zoom	4
April 15	Propagate #6: Premiumisation of Alcoholic Beverages for Local and Export Markets - Including LoNo Alcohol	Masterclass via Zoom	4
April 28	Propagate #7: Premiumisation of Food Products for Local and Export Markets	Masterclass via Zoom	4
May 12	Propagate #8: Technology & Digitalisation - Production and Supply Chain	Masterclass via Zoom	4
June 9	Propagate #9: E-Commerce and Logistics/Supply Chain for International Sales	Masterclass via Zoom	4
June 23	Propagate #10: Agri-Tourism for International Visitors	Masterclass via Zoom	4
July 14	Propagate #11: Joint Venturing with International Companies for Growth.	Masterclass via Zoom	4
August 11	Propagate #12: Sustainable Packaging for Global Markets	Masterclass via Zoom	6
August 25	Propagate #13: Pack-Vertising: Using Packaging to Market & Connect to Consumers (Connected Packaging)	Masterclass via Zoom	4
October 13	Propagate #14: Factory Design & LEAN Manufacturing	Workshop via Zoom	4

## Watch out for our Propagate Announcements:

[www.seedlabtasmania.com.au](http://www.seedlabtasmania.com.au)



Facebook



Instagram



LinkedIn

# Start, Scale and Grow

As we set our sights on helping Tasmanian businesses thrive and recover from COVID-19 and the year that was, we are setting out our Seedlab stall to provide a range of training and support programs for the wider agri-food community via our Seedlab Start™, Seedlab Scale™ and Seedlab Grow™ programs.

The Seedlab Team have been having quite a few conversations with stakeholders and sponsors as we set our sights on helping Tasmanian businesses thrive and recover from COVID-19 and the year that was.

The Seedlab Tasmania program is designed to ensure more significant return on Federal Government and sponsor investment by being a practical, repeatable and scalable model.

While Seedlab is about helping businesses to start, scale and grow, the team know how to design and execute real world, bespoke programs to deliver value for a wide range of audiences.



Our model can be diversified and focused on the needs of a wide range of participants in a specific cohort group, for example:

- Pre-Tertiary students
- Tertiary Students – undergraduate and postgraduate
- Individuals re-entering the workforce
- Individuals and businesses in a specific region
- Businesses of a specific type: for example agri-tourism, dairy or artisanal food producers
- Businesses at a range of stages of development from idea, to startup, to SME and even larger companies.

## Start. Scale. Grow.

In Seedlab, we know that one size doesn't fit all business types and stages.

We have developed specific modules from the comprehensive Seedlab Tasmania program to help individuals and businesses start, scale and grow.

- Seedlab Start™: Hobby to Business.  
*Helping you get started in business*
- Seedlab Scale™: Business to Substantial Distribution  
*Helping you be 100% in your business*
- Seedlab Grow™: Business to Broader Opportunity  
*Helping you grow your business*

Ask me for more information

[hello@seedlabtasmania.com.au](mailto:hello@seedlabtasmania.com.au)







# Have you a Dream to Grow? Apply Now for Bootcamp #3

We'd love to help you make your business dreams real.  
Apply for Round #3 of Bootcamp (starting in June 2021)  
online via our website [www.seedlabtasmania.com.au](http://www.seedlabtasmania.com.au)  
or via this active link:

**APPLY NOW**

Making dreams real.



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:



[SEEDLABTASMANIA.COM.AU](http://SEEDLABTASMANIA.COM.AU)