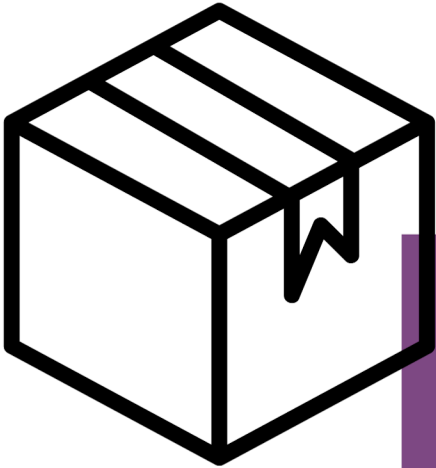


Farmer to Fridge

Harvest 2022-23



Farmer to Fridge (formerly Half a Cow) is a reasonably new start-business, having been founded in late 2022. It comprises a multi-sided marketplace which enables livestock producers to create a sales channel to consumers seeking to purchase meat.



The origin of the Half a Cow business stemmed from a problem James experienced himself with purchasing locally grown beef in bulk. The idea was for James to leverage his IT experience to develop a sales channel for consumers wanting to bulk purchase beef directly from a producer as well as enabling livestock producers to connect directly with purchasers without having to establish a branded meat business and with a view to securing an improved financial outcome that the existing over the hooks or saleyard sales channel options.

FARMER TO FRIDGE'S HARVEST JOURNEY



“My biggest achievement in the program was meeting the new startup founders and connecting with them.”

Over the course of the Harvest Program, James has largely been focussed on the completion of his ecommerce platform upgrade.

A big learning from the program was around the importance of identifying customer segments to enable focussed growth, rather than a scattergun approach with broad national growth aspirations. During the course of the program, James also identified additional “sides” to his marketplace such as butchery service providers and cold chain logistics operators. James was encouraged to focus on getting solid traction in key markets that had good alignment between onboarding farms, and geographically compatible customer segment location.

WHAT'S NEXT?

In mid-2023, James relaunched under the brand name "Farmer to Fridge" which encapsulates effectively what the business does, better representing the range of products and farmers. He has also reached out to the marketplace through his social media channels to source external suppliers to develop a new brand identity in parallel.

Farmer to Fridge has proven a market need through garnering traction, and the founder's ability to create increased financial returns from the business in order to service resourcing, marketing, future growth and return on investment needs will be critical to long term success. The problem it is solving for producers and consumers is an important one and has potential to create disruption to existing supply chains and buyer behaviour.



James' key area of focus continues to be the iteration of his ecommerce platform and personally onboarding additional farmer suppliers as he is currently unable to meet customer demand.

About Farmers2Founders

We help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. By supporting more producers to collaborate with agrifood tech developers and innovators to fast-track the development, commercialisation and uptake of agrifood solutions.

