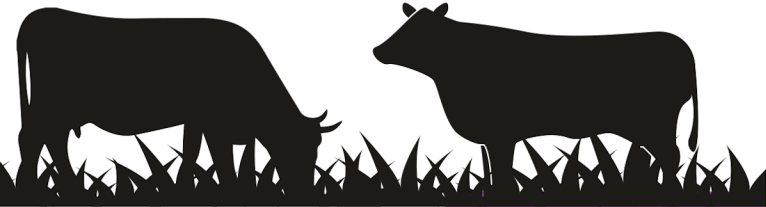


Four Daughters

Harvest 2022-23



Karen Penfold created the Four Daughters brand of premium black angus beef and has previously exported to Wuhan, China. The brand has since grown into the Australian market, offering a delivery service of their premium beef.



Together Karen and her husband built a business after meeting a couple from Wuhan, China that grew big enough to export to China. Unfortunately, due to COVID-19, the team had to look for alternative routes to continue their business. This had sparked the inspiration of the farm-raised family to offer Four Daughters Pink Beef Box - a service provided only in South East QLD.

Four Daughters have continued to market their branded burger, Four Daughters Premium Black Angus, however they realised they had shifted their focus from this to the delivery service.

TNQ

FOUR DAUGHTERS' HARVEST JOURNEY



Four Daughters

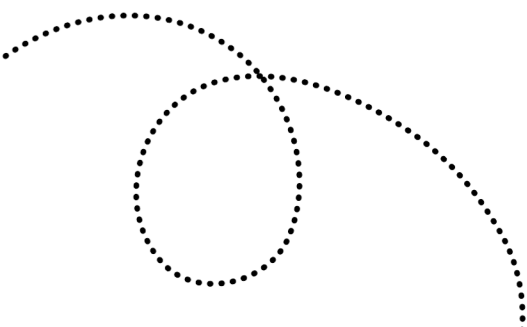


It was a very practical program and was tailored to the different levels of businesses involved.



Karen's approach to the program was fantastic. Whilst a competent business person in her own right, this project required Karen to look at things from different perspectives and build new skills to distil what would be the better options to support Four Daughters goal of growing a premium branded beef offering.

A big learning from the program was that setting up a business model in addition to the current core business can be complex and requires a very different mindset. Karen and the team were able to explore multiple platforms for growth and develop their thinking to move from conceptual to a clear go or no go scenario in most circumstances.



WHAT'S NEXT?

Four Daughters have been able to really showcase their farming practices and shine a light on the quality of their operation. The initiatives put forward from the Harvest Program have really set a new platform for growth into the future with a number of options now being explored by trade partners.

Four Daughters will continue to explore a number of initiatives in partnership with their existing clients in the domestic market to grow a premium branded beef offering. They are working hard on raising the profile of their brand and creating a congruent message between all of their communication. Overseas they are exploring new partnerships, as a result of the program and their experience they have stronger clarity on what to say Yes or No to.

Our passion is to produce consistent high quality beef, sharing our story of provenance and build our city country connections.



Four Daughters will have clarity on the best option of the four explored through the program and will pursue that with the options made available through their existing clients. They may also close down some of the options that have been explored to create focus for the team.

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.

