

# Outback Lamb

Bootcamp 2019

On a mission to change perception of agriculture and food



Fiona Aveyard is an award-winning 5th generation farmer in Tullamore, NSW. Fiona and her husband Bill run a traditional mixed farming enterprise of over 7000 acres, where sustainability and regeneration are at the forefront of their operation.

In 2017, seeking to gain a premium from their pasture-raised product, Fiona and Bill created Outback Lamb, a brand to sell their single-origin lamb directly to consumers. They collaborated with micro-abattoirs and other producers to sell their lamb through a network of butchers.

Fiona applied to the Bootcamp with an idea to extend their offering and further add value to their lamb by creating Outback Lamb Sausage Rolls.



**'We're a young country, and food and agriculture is still evolving - the goal is to get consumers to perceive meat in a different way, and I think products that represent sustainable practices and a respect for the environment can do this.'**



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## Outback Lamb's Bootcamp journey

Before the F2F Bootcamp, Fiona was in the early development stages of the Outback Lamb sausage rolls. She'd trialled the product at local events including farmers markets and concerts, with the sausage rolls frequently selling out and future orders rolling in.

The healthy demand for the product encouraged Fiona to explore the opportunity to commercialize the idea and supply the sausage rolls on a wholesale basis.

"Our aim is to create a more sustainable future for our small regional community – the people, environment and economy. That's why we have formed Outback Lamb – a brand initiative to take our family farms' unique story - and then our produce - to the world."

Fiona wanted help to develop the Outback Lamb brand and positioning and reach new customers. Over the Bootcamp, she worked on product and brand development, packaging design, distribution strategy and market research on customers.

One key focus for Fiona was to develop packaging that positioned Outback Lamb products in the market as a gourmet, high quality, artisanal, 100% Australian offering. With support from the Bootcamp to conduct detailed analysis of target customers, Fiona is moving towards a compostable packaging to align with consumer demands around sustainability, and is exploring a preservative-free recipe for the sausage rolls.

**Fiona was listed as a finalist in the 2019 Farmer of the Year awards, and a finalist in the Lambition Awards.**



**"I found it all to be quite an exceptional to be part of. To have others analyse your business in such an intense but supportive environment is a rare opportunity. To have fresh eyes on what you do and to have to explain and justify choices was hard, but a great way to change the direction and grow the business. I thoroughly enjoyed it."**



*"I believe that projects like this will have a significant impact on the commercial viability of lamb farming, as producers move away from the low margins and unpredictability of commodity businesses into the higher margin and more consumer-focused opportunities of value-adding."*

## 6 months on

Through participation in the Bootcamp, Outback Lamb has begun to establish their distribution strategy. Outback Lamb is in discussions with a number of retailers and premium butchers across NSW to stock Outback Lamb produce.

By developing the sausage roll, Outback Lamb has been able to achieve a 60% increase in carcass value (from \$250 to over \$400 per animal).

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Fiona's vision for Outback Lamb is to become a major player in supplying the consumer with a variety of lamb based, value-added products.

Fiona has new products in development such as Outback Lamb Pies and is commencing conversations with manufacturing and distribution partners across Australia.

## Key Bootcamp results



Doubled the value of her lamb



Begun negotiations with butchers and a large gourmet retailer to stock Outback Lamb products

## About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at [farmers2founders.com](https://farmers2founders.com).



Learn More about the Farmers2Founders Bootcamp

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