



AUSCRIMPER

Bootcamp 2021-21

Regenerative Farming technology

Charlie and Amie Lange are regenerative farmers running grains and cattle near Dalby, NSW. Their company AusCrimper manufactures a cover crop crimper roller to knock down cover crops without using chemicals.

Charlie and his father David started implementing regenerative practices on farm in 2012. The idea for the crimper roller came from the Rodale Institute, where it was developed as a way to allow organic farmers to go no-till. The family built a cover crop crimper roller in 2017 to use on farm, and after contracting to local farms and tweaking the design, set up AusCrimper in 2019 to commercialise the machine further.

Their first machine sale was to a macadamia farmer in Northern NSW, who implemented cover cropping between rows and kept the same overall production after pulling out every 2nd row of trees.

Prior to the Bootcamp, AusCrimper had sold 11 machines in the preceding year. The average build time per machine was 70 hours. Charlie and Amie's goals in joining the Bootcamp were to improve their sales and marketing to grow demand for the machines.

"The biggest thing for us was growing our confidence. Me and Amy are quite quiet and reserved - doing this program has really brought us out. And meeting other companies facing the same challenges realising we aren't alone and having people to learn from and share ideas with has been great."



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AusCrimpers Bootcamp Journey

The program helped Charlie and Amie review their processes and develop new strategies to acquire customers.

“One thing we realised straightaway was that we needed a process to manage enquiries better. Because we didn’t have a system to manage enquiries properly, we would get 15 or so people call or email us each month and only a few of them would end up purchasing a machine. Now we have a process to make sure we are tracking each enquiry from the point of contact on.”

Charlie and Amie developed new marketing strategies, using Facebook groups of regenerative farmers to increase awareness of their product, and exploring the idea of a podcast sharing regenerative farming stories.

Through these activities Charlie and Amie grew the number of enquiries coming in each month - in fact growing well beyond what their manufacturing capacity could handle. Charlie and Amie realised they needed to make their manufacturing process more efficient.

They had drawings done for each machine element and created a cut list and email pack for each machine size. Through this they reduced their manufacturing time per machine by 15%, and realised ways they could further bring this down.



“We got more new orders during the program than ever before. Our wait time started growing from a few weeks to more than a month. Then in March one of our staff hurt his leg - and our wait time for orders suddenly became more than 3 months.”



When we came into the Bootcamp the main thing we were looking for was sales sales sales. The program made us realise we had a manufacturing challenge, and helped us look for ways to solve it.

What's Next?

Through the Bootcamp AusCrimper doubled sales of the machine, selling 11 machines in the 6 months of the program. They hired a new staff member and contractor to help fill orders, and reduced their manufacturing time by more than 5 hours per machine.

Going forward AusCrimper has a number of initiatives to reduce manufacturing time further, with the purchase of a plasma cutter and design for a blade roller. They are looking to expand their workshop significantly - looking to grow to a shed 3 times the size to enable the continued growth of the business.

"We will hire a few more people. We want to sell 30 machines in the next year - once we have a CNC machine and these processes sorted out we can just keep growing."

They have more marketing activities planned, with a website upgrade in the works and a full calendar of field days to demo the machine.

"We are excited about helping more farmers be able to implement sustainable practices on farm."



Key Bootcamp Results



3 x increase in monthly revenue



Doubled sale of machines to 11 machines sold during program



Created 2 new full-time employment positions

About Farmers2Founders

Farmers2Founders is a private national organisation that exists to help producers to fast-track the development, implementation and commercialisation of agtech and innovative value-adding solutions that deliver benefit at both the individual business level and broader industry.



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