

# Savannah Sunfoods

## Harvest 2021-22



Savannah Sunfoods was formed to create Australian production systems for crop species that are traditionally imported such as mustard seed, sesame, and wild rice. This would help Northern Australia to diversify its industries, create economic stability through job creation, and even out the supply bumps that have been highlighted over the last two years.



Tony Matchett is an agronomist with over 30 years experience in far north Queensland and it is his belief that much of the food we rely on from international markets could be produced cost effectively in Australia. Tony is the major founder and has extensive agronomic experience specifically related to plant breeding and crop production in FNQ. He is supported by minority shareholder Kate Fabian who has a background in business consulting, marketing, and comms. Combined they have a diverse and complementary set of skills.

# SAVANNAH SUNFOODS HARVEST JOURNEY



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**Exceptional program! We couldn't put a price on the skills, knowledge and networks we have gained from the Farmers2Founders program. The structure, support and accountability are second to none!**

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Throughout the Harvest program, Tony has demonstrated significant personal development evolving from a technical expert to a more rounded business founder. He has effectively deployed these new skills in areas such as: customer acquisition; opportunity development; and acquisition of new investment partners.

Kate has also grown in confidence tremendously across the program. At the beginning of the program Kate appeared as the minor partner providing administrative support to Tony but as her confidence has grown she now has equal voice and provides insightful strategic input and business direction.

They have both been very willing and committed learners and entered Harvest with shaky confidence that has built notably with the progression of the program.

The initial focus for Savannah Sunfoods was to tighten up their value proposition and clarify what they could offer to potential customers. Clarifying this enabled much simpler communication and allowed the team to focus on growing their network leading to the development of several business opportunities. During the program Savannah Sunfoods attracted significant investment that allowed them to focus on business development.

# WHAT'S NEXT?

## Achievements & Program Impact

- Evolution of the founder team from a purely technical and admin focus to an entrepreneurial growth mindset
- Significant increase in founder confidence
- Attraction of significant new investor in the business
- Advance discussions with two key corporate partners (Mars Inc and McCormicks) to secure lucrative contracts for the supply of Mustard and the co-development of new value-added products
- Increased traction and revenue from their existing Sesame Seed business
- Partnership with local entrepreneur to develop new range of Sesame Meal and Sesame Snaps



The focus for the next 6 months for Savannah Sunfoods includes:

- Launch of new products and seed inventory
- Secure offtake agreements for key crops
- Scale value chain capacity
- Export readiness for Mustard and Sesame
- Secure additional funding via corporate or CRC



## 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.

