



THE WIMMERA GRAIN STORE

Bootcamp 2021-21

A business with pulse

Jenny Moore is the director of The Wimmera Grain Store (WGS) in Rupanyup, Victoria. Jenny's family have been farming for 90 years and growing lentils for 30 years. WGS specialises in supplying Australian grown pulses, chickpeas, lentils and fab beans as a whole grain, split, kibble or flour, by the metric ton or 25 kg bag.

WGS help food manufactures, repackers, food service, catering businesses, café, and restaurants fill their supply chain needs.

Jenny participated in F2F Ideas Program #2 in 2020 and developed a range of snack foods made from chickpeas, lentils and pulse flours. These snacks are marketed to people with allergies or those with special diets and looking for a healthier snack choice.

Although Jenny had a product to offer her customers, she struggled with her marketing and sales. Jenny knew she needed mentoring to pinpoint where she was going wrong with her business.

"I had developed a range of snacks, but I knew I needed help, I needed a brand strategy and all these things I had not heard of to drive the value-added opportunities that were out there in the market."

"Before Bootcamp, I did not have the online presence or the skill to develop the business, and now I do. I can create a stronger value-added presence thanks to the skills that Farmers2Founders has taught me."



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The Wimmera Grain Stores Bootcamp Journey

Jenny joined the Bootcamp program as a graduate of the previous F2F Ideas program. As a result of her participation in the program, she has established business opportunities for her product range in the Hong Kong Market and the B2B and B2C domestic business. Throughout the Bootcamp, the focus has been on sharpening her understanding of consumer needs within each channel to ensure the best product design, establishing the supporting sales funnels, and then operationalising the delivery business.

A big learning for Jenny was customer discovery. Insights from Jenny's customer discovery journey have been incorporated into her business and become a significant part of Jenny's strategy over the next 12 months.

Jenny has leveraged the program's network of mentors and experts. She has had detailed discussions covering IP, co-manufacturing capabilities, contracting and procurement, packaging and product design. These discussions have informed Jenny's approach as she refines product design and locks in co-manufacturing agreements.

Jenny has delivered on her goals and has established her eCommerce site and set up her social pages, with LinkedIn being the biggest eyeopener. However, her most outstanding achievement has been her expansion overseas.



“Getting established in the Hong Kong market has been great; we recently sent our third order of 1000 units, and we have been getting great feedback from the market.”



Before the program, I thought I had to come up with all the answers, but learning about customer discovery with F2F made me realise the value of asking others.

What's Next?

Jenny's priorities post Bootcamp is getting a CRM in place to capitalise on existing relationships and work on a scalable, environmentally friendly packing range. They are in talks with a contract manufacturer to develop a new range of snacks which will add to the current WGS product range.

Jenny also has a passion for her local community and has recently been the driving force to get Rupanyup featured on the popular 'Backroads' television series on ABC, which will help bring significant economic development into the area. Jenny is now working on delivering an annual event called 'Regional Round Table' to create a sustainable future for regional towns like Rupanyup by engaging the women within the local agricultural community to explore opportunities in value-adding or agtech.

Since she participated in Bootcamp, Jenny has grown her Instagram following from 1- 189, and her Facebook following has increased by 200. Covid has unfortunately affected her sales during this period; however, the business is still growing and has welcomed two part-time employees into the team.



Key Bootcamp Results



Established ecommerce platforms and social media channels



Increased supply to export customer in Hong Kong



Secured new contract manufacturer for plant-based snacks

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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