

# Koodee

## Harvest 2021-22



Koodee is Australia's leading healthy meat snacks brand. Their product range includes natural jerky and snack sticks made with high quality ingredients, such as organic grass-fed beef.



Koodee is well positioned to take a lead role in shaping meat snacking as a healthy option, especially in the light of the consumer shift towards alternative proteins, combined with the sustainability, natural and organic benefits of their range. Koodee have successfully launched their current products in hundreds of retail outlets across Australia, including Woolworths, Coles, and Costco.

# KOOEE'S HARVEST JOURNEY

**KOOEE!**  
ALL NATURAL SNACKS



“

**Harvest was instrumental in guiding us through the scaling up period of our business and providing us with the tools, advice and industry connections to continue our growth.**

”

Kooee came into the Harvest program looking to solve challenges that were impacting their ability to scale including:

- Desire to capitalise on their strong value proposition for women and families that they believe is being compromised by their forced positioning alongside less healthy jerky products targeting men
- Issues related to co-manufacturing
- Prioritising alternative market and channel opportunities including export
- Small founder team and need for broader advisory support



## WHAT'S NEXT?

During the Harvest program Kooee has worked on their go-to-market strategy and identified their key initial focus would be to grow within their current channels, particularly grocery.

To increase the units sold in store (UPSW) they identified the need to implement a more aggressive promotional campaign via in-store marketing that would specifically target their identified customer segments. They have also developed a complementary social media marketing campaign to build awareness of Kooee snacks in unfamiliar categories and educate new customers. Kooee's long-term goal is to move out of the more traditional jerky and salty snacks category and to develop new products that clearly target the healthy consumer segment.



With the support of F2F coaches and advisors, Kooee is also implementing growth initiatives which include:

- Transitioning to a full co-manufacturing model
- Expanding the management team with sales & marketing capabilities which will the founder to move into a more strategic CEO role
- Launching a new Zero Sugar product via online channels
- Raising capital

### 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.

