



Olive Gap Farm

Harvest 2021-22

Olive Gap Farm produces 100% organic tea tree oil from their farm located in Northern NSW. Olive Gap Farm has worked with local indigenous groups and landowners to understand the process of wood fire steaming the production of tea tree oil.



Led by Tara Luca, this family run business has been farming tea tree oil since 2001. The family bought the farm from a local organic farmer, who lived 100% off-grid and was a supporter of closed loop farming.

In 2019 the team set up their new branding just before they were hit by bushfires, and more recently have been affected by the flooding across NSW. Tara commenced full time work in the business in 2021 as they look to expand their offering and reach new markets.

OLIVE GAP FARM'S HARVEST JOURNEY



The Harvest program has really helped shape some bold and ambitious visions for our business and helped us to work out where we really want to be in the future. I now feel much more confident in myself and see how working on developing my business skills is the fastest way to supporting our passion for regenerative and organic agriculture.



Coming into Harvest, Olive Gap Farm was set up as a partnership between two family members. It was identified that the business needed to be transferred to a company and advice had been sought to formalise the business structure.

The tea tree oil was being sold predominately online and in 20 different stockists, with 3 stores in the USA.

During their Harvest journey, the team at Olive Gap Farm were severely impacted by the floods, managing to save half their packaging before sheds were submerged. Tea Tree oil is reasonably resistant to flooding and as such they hope to produce half their expected yield.



WHAT'S NEXT?

The team turned their focus to an uplift in revenue by increasing the direct to consumer business model. This focus projected revenue of 4x for 2022 – even with the flood losses. To achieve this a digital marketing campaign was created to current customers before the company considers paid ads. It was projected that 60% of their revenue could be made from this campaign.

Olive Gap Farm produced its first value add product during the Harvest program which sold out in a week giving validation to the team that this is a growth area they should be pursuing. The team is looking to take on investment and used their time during Harvest to gain the confidence and data required to strategise the expansion of their business.



The next 6 months will be focused on expanding the essential oil product range and the value add product range, to recover and rebuild after the floods.

With the help of the Harvest Program, their roadmap has a clear go to market strategy to support the expansion and launch of the new product range.

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.

