

# MAYI HARVESTS

Bootcamp 2021-21

Indigenous-led Native Foods

Pat Torres is CEO of Mayi Harvests, an Indigenous-owned business that uses ancient traditional and ecological knowledge practices to source Kakadu Plum and other native botanicals through gentle wild harvesting to help preserve the trees for the next generations to come. Pat is fondly referred to as a 'living library' thanks to her wealth of knowledge about Native plant foods and medicines.

The Mayi Harvests brand has earned a good reputation around Australia. It caters to many businesses in the tourism, food and beverage industry, including well-known chefs, restaurants, and foodservice providers.

Mayi Harvests was founded to maximise the emerging opportunities for the Indigenous-led development of the Australian Native Foods industry in the West Kimberley region of Western Australia and Northern Australia.

**"The main challenge is raising awareness and educating customers that Australia has an original cuisine; one sourced from plants and animals naturally occurring and abundant in our landscape and known to Indigenous people."**

The Australian native food industry is predicted to hit a retail value of over \$160 million by 2025. Native food's popularity has exploded in the last few years. Consumers are now seeking top quality and responsibly harvested native ingredients such as Kakadu Plum, Quandong, Lemon Myrtle and Wattle. Mayi Harvest supports over 50 First Nation harvesters who collect on their traditional lands during the season, which provides income for the remote communities.

**"I would have never had the confidence to apply for this program without the support of the Bootcamp program, and I now have my sights on expanding into overseas markets."**



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# Mayi Harvests Bootcamp Journey

Before joining the Bootcamp program, Mayi Harvests were still learning their way in the market, and Pat was still discovering what her customers wanted- the hard way. Pat knew that she needed to develop her business acumen and core skills if she wanted to grow her business.

Pat had some interest in her products from overseas markets but needed to get her business into shape to have the best chance of long-term export growth.

One of the key goals for Pat coming into the program was to get help with her packaging and standardise her labels. Readyng her products for marketing and selling on a commercial scale was an ongoing challenge. Another incentive for Pat to join Bootcamp was to access F2F's mentors and experts in the Native food industry.

Pat defined her go to market strategy during the Bootcamp and became apparent on the channels where her customers were hanging out to leverage social media to grow her customers effectively.



**“I needed access to the Native food industry; Mayi Harvests operates in a remote region in WA, it is hard to connect with coaches and other like-minded business who are on the same business journey. To grow my business, I needed to have access to a network of coaches who had the skills and contacts to access the industry.”**



**I now realise the overall effort required by business owners/founders to acquire more customers and how to expand into new markets using a range of strategies and channels. I love harvesting, but I was not putting enough focus on my customers.**

## What's Next?

Bootcamp has given Pat the confidence in herself and her business to grow into export markets. Pat has recently been accepted into the APEC: Growing Indigenous Businesses Through Trade (GrIT). This program delivered by The Export Council, Ignite and National Indigenous Australian Agency will allow her to grow her international networks.

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During Bootcamp, Pat has finalised her labelling; she is trialling her new sustainable packaging for product-market-fit. The Mayi Harvest spice range has been accepted into the Amazon platform, which will boost her online presence in the eCommerce and domestic market.



### Key Bootcamp Results



Accepted into APEC: Growing Indigenous Businesses Through Trade



Accepted onto Amazon Launchpad to boost online presence



Finalised labelling and trialling new sustainable packaging for product-market-fit

### 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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