



Adding Value At Campo de Flori

How we add extra revenue to our farm through value-adding and agritourism

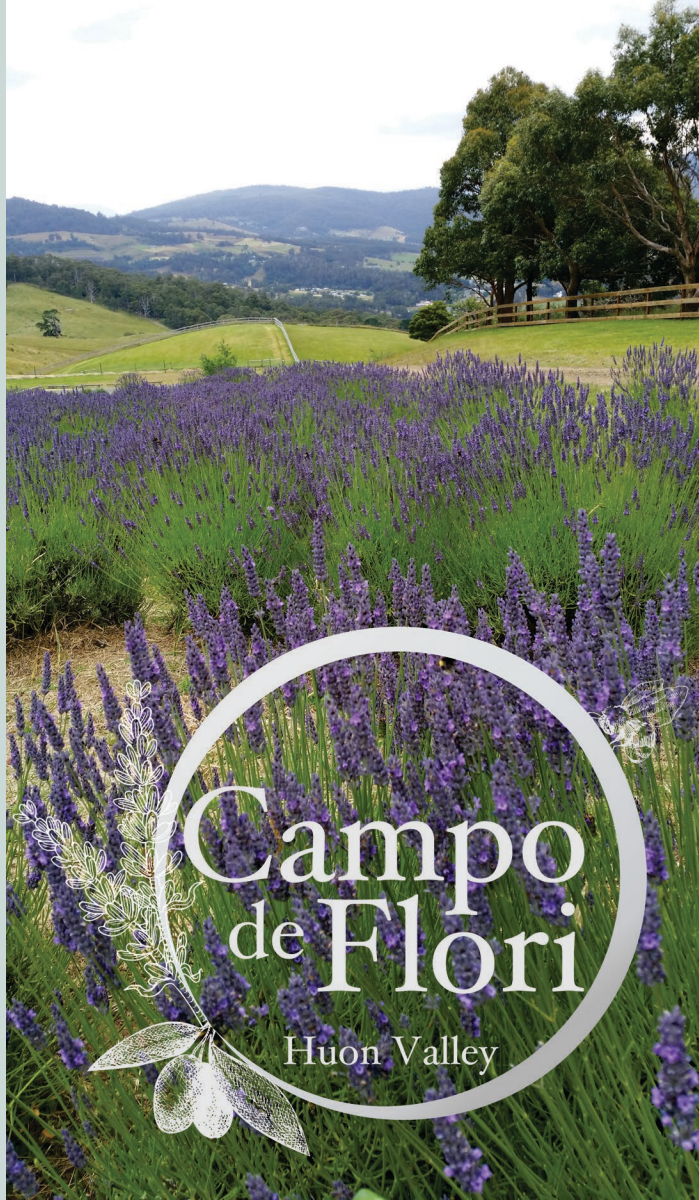


Who We Are

Lisa Britzman and David Peck. David is a Civil Engineer and Lisa with farming in her DNA holds degrees in Geology and Interior Architecture.

In 2000 we sailed to Australia from Seattle. We fell in love with Australia and purchased our bush block in Tasmania in 2009. In 2010 we planted out the olive grove, saffron and lavender and began raising Campo de Flori from the Tasmanian earth. We are now a boutique farm in Glen Huon, Tasmania.





What We Do

In 2016 we opened up our farm to visitors. We have a farmgate shop where visitors can buy our farm products direct from the producer;

- extra virgin olive oil,
- saffron,
- honey, beeswax products,
- a large range of lavender products,
- ceramics made in the farm ceramics studio.

We offer Agri-tourism experiences

- In the olive orchard tastings,
- Lavender tours,
- Lavender indulgence experiences.

We offer other workshops

- Soap making,
- Ceramic Christmas ornaments,
- Christmas wreath making,
- Lavender wreath making.



Terms



VALUE ADD

- When a business (farm) takes a product that may be considered homogeneous (extra virgin olive oil) with very few differences from that of a competitor and provides potential customers with a feature or add-on that gives it a greater perception of value.
- Creating new products with the extra virgin olive oil; examples include skin care products and other food products.

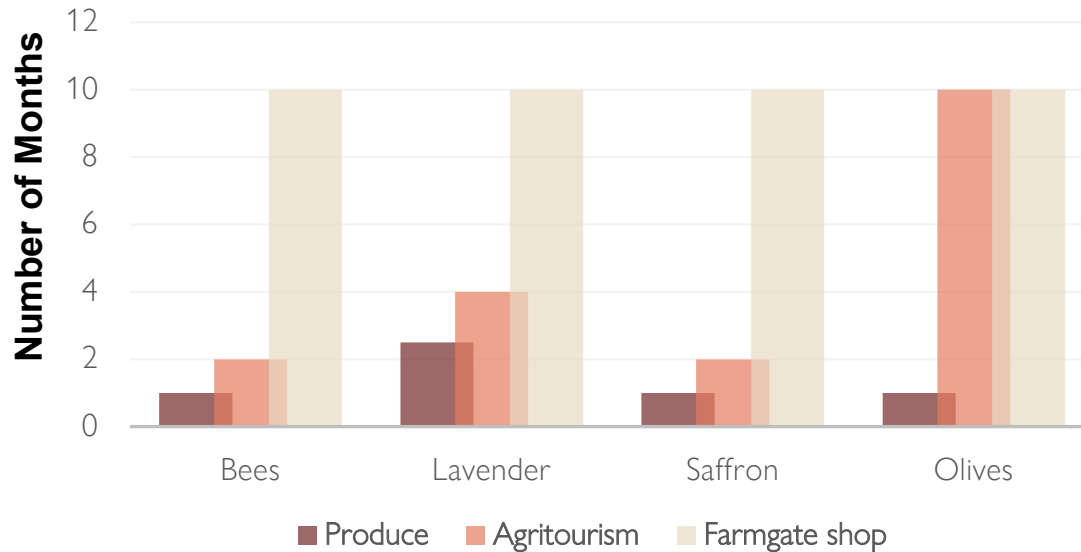
DIVERSIFICATION

Agricultural diversification occurs when more species, plant varieties or animal breeds are added to a given farm or farming community, and this may include landscape diversification, different crops and cropping systems.

Seasonal Diversification



Length of Seasonal Activity



Produce = length of time of harvest & if produce is just sold raw at wholesale.

Agritourism = the amount you could extend the produce in a value-added experience on farm.

Farmgate shop = the length of time you can sell the produce/value added products direct from you at farm.

Value-add To Farm Produce



Why we value-add to produce

- Driven by having the same or similar products as competitors at local markets and shops,
- Extend the life of seasonal produce,
- Create products unique to your farm,
- Exclusivity,
- Allows for collaborations with other artisans.
- Increases revenue to farm.

Value to the farmgate

- A range of high value and diverse products,
- Can bundle unique products into hampers around the produce,
- Products exclusive to farmgate that can't be found anywhere else,
- Save time not going to markets/shops, which saves on stall fees and wholesale cost,
- No competing products-captive audience,
- Food is the new souvenir.

Why A Farmgate Shop

- Customers can see the products at the place of origin.
- No wholesale cost
- Can talk to customers tell them how we do things



Olive Value-added Products



It's very important to us that everything we make and sell at the farm has been made here at the farm or been in collaboration with other local artisans with our produce. This is our unique selling point.

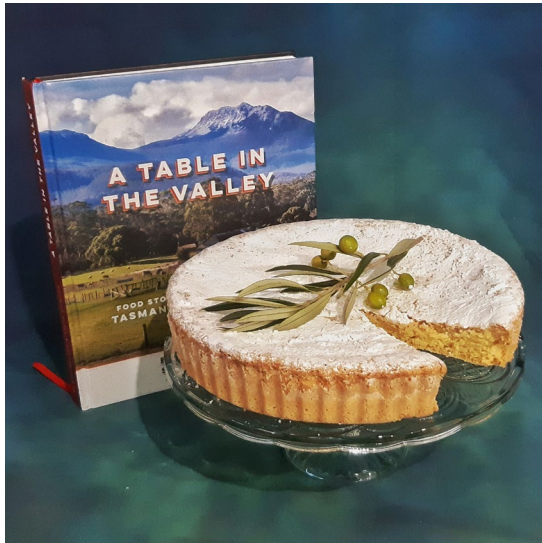


Value-added Collaborations

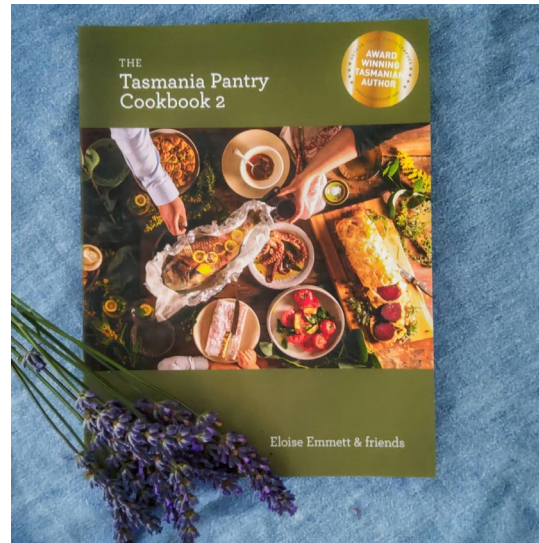
- Botanical prints and cards made with Campo de Flori olive leaves and flowers by Petal and Pin,
- Olive wood carved spoons by local artisan,
- Olive branches to florist for weddings and events,
- Olive oil soap made by local artisan,
- Olive Candles.



Cookbook Collaborations



Huon Valley producers and stories. This olive oil pound cake features in the cookbook



Tasmanian producers and recipes. Every recipe features Tasmanian produce. Sponsored



Tasmanian Pantry - photo shoot in the Campo de Flori olive grove featured in cookbook

Other Businesses Value-adding



Lentara – Exeter Tasmania
EVOO Skin Care Range
Farm Diversity
Grapes; vinegar, verjus
pomegranates



Rich Glen

Yarrowwonga, VIC

- Skin care range
- Health products
- Food products



Value Of On Farm Agri-tourism Experiences



Why Add Agritourism

- Customers at markets asking to visit the farm- they want to see where and how the products are grown and made,
- Can talk to customers and tell them how we do things. They can see the place of origin; we can point to the place in the ground or the tree where the produce originates,
- Creates appreciation for produce-creates higher perceived value of produce,
- Extra purchases at the farmgate shop,
- Increases revenue to the farm.

Value of on Farm experiences

- Educational tasting workshops,
- Hands on participation workshops-make something they can take home,
- Everyone has fun,
- Extra purchases at the farm gate shop,
- Creates a following,
- Creates loyal customers,
- Extends the season,
- Increases revenue to the farm.

Agritourism



- Our 15 litres of olive oil was never going to turn a profit (bottled to sell at \$100 dollars a litre would only yield \$1000.00)
- Agritourism helps extend the value of that oil.
- Created an olive tasting experience that includes tour of orchard and olive treats.
- Basic tasting experience
- Deluxe tasting experience
- Invite chefs for tasting experience
- Long table lunch in the orchard

Olive Experience



A table in the orchard



Tasting in the orchard



Tasting in the workshop



Olive orchard tour



Deluxe Experiences



Other Forms Of Value-adding



Entering food and product competitions gives credibility



- AOA awards (provides medal stickers to adhere to your products)
- AOA Olive Care
- Royal Tasmanian food awards (provides medal stickers to adhere to your products)



- Delicious awards
- Australian made label



Through digital content and print media

- Social media – Facebook, Instagram, twitter
- Web page
- Discover Tasmania
- Brand partner to Brand Tasmania
- Brand partner to Brand of the Huon
- Member of Tasmanian Olive Council
- Tasmanian Country newsprint and digital
- Mercury weekend





Summary

- Adding value to a product or experience can help attract more customers to your business, which can boost revenue and profits.
- Some people are happy just to process the product and on sell to retailers.
- Value adding and agritourism may not be for everyone.
- But, if you want a little more fun, satisfaction, contact with your customers and increased revenue to your farm business, then think about value adding and agritourism.
- You need to love being creative, inventive and talking to people.





Thank you

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