

FARMGATE

Presented By:
Melanie Coid & Rob Whyte



THE TRUE STORY
The Good, the Bad & the Ugly

Discussion Points

The List

- Who are the Presenters?
- What is a Farmgate
- Know your market
- Know your Story
- Start Up Essentials
- Tastings
- Over Printers
- Connect / Network





Who We Are

About the Presenters

Some of the hats we wear

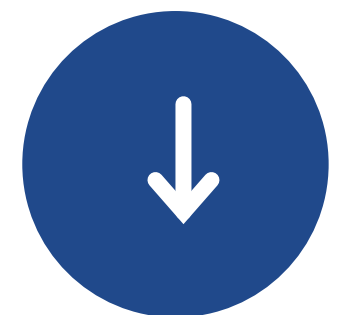
Melanie Coid & Rob Whyte

Gooramadda Olives

Olive Producers North East Victoria Inc.

Australian Golden Olive Awards

Olive Farmers etc etc etc



What is a Farmgate?

Farmgate



Unattended Roadside Shed

- Heat
- Theft / Unpaid goods
- Revenue



Farmers Market

- Weekends are now work days
- Packing produce , setting up
- Repack what didn't sell
- Weather / Fees



Cellar Door / Cafe

- Weekends are now work days
- Customers expect you 'on tap'
- Gates / Security Cameras

Farmgate is a Customer Experience

Farmgate at a Cellar Door where the produce is grown is AGRITOURISM



Before you even Begin Know Your Market

- Selling your olive oil, olives etc
- How much will you produce
- Retail, wholesale, both
- Minimum purchase wholesale
- Freight Costs
- Pricing
- Online



Know Your Story

Back Story



EVOO Extra Virgin Olive Oil is like a Fine Wine

You are worth it!

01

How did you become an Olive Farmer?

02

Challenges / Harvest

/

Customers want contact with the farmer
Behind the Scenes
they want to know your back story

03

Selling an Experience

Not just a product

04

Media

News Teams- report your successes

Regional Reporters

Collaborate with other local businesses



Start Up Essentials

- What will your farmgate look like?
- Insurance/s
- Business Name Registration
- Food Handling Registration
 - Grade 3 Olive Oil , Grade 2 Olives
- Keeping Registers
- Storage
- Labelling
- Marketing / Advertising / Branding
- Gates/ Security / Cameras
- Grants



Offer Tastings

Potential customers want to taste your product.



Olives

Don't invite them to help themselves- They Will!
Pour/ Serve them



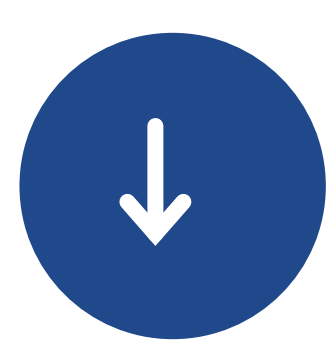
Food made with EVOO

Give recipe ideas
Keep it simple



Extra Virgin Olive Oil

Tasting cups/ spoons



Labelling with Over Printers

Cost Effective Way to Print



Use one label for multiple products

Order larger quantities of label to reduce cost

Over print here.
Use this space to add variety, Best Before Date, Batch numbers, Lab Test Number



Australia Best consumed within 3 months of opening. 250ml www.olivesandoil.info

Date of Harvest : June 2023
Best Before : Apr 2025

CLASSIC

Batch : 2318CL
DPI R23-01009/52

Connect with Your Local Olive Growers Association

Check in your State

Olive Producers North East Victoria Inc.

Hunter Olive Association

Goulburn Strathbogie Olive Oil Association

Southern Gippsland Olives

Olives NSW

Olives South Australia

Olives WA

Tasmanian Olive Council



A close-up photograph of an olive branch with several dark olives and green leaves. The background is a blurred green field. The text "THANK YOU" is overlaid in large white letters.

THANK YOU

Happy Farming

AustralianOliveAwards.com.au