

# GROW<sup>2</sup>ASIA

## CASE STUDY: RAINFOREST BOUNTY (RB FARMS & BOOCH BLOCKS)

*RB Farms is a pioneer in regenerative agriculture, based in Far North Queensland, where it grows native Australian fruits and produces a range of food and beverage products that positively impacts the health of its consumers and the planet. Eddy Nye and Scott Triana are part of the founding team of RB Farms, and co-founders of Booch Blocks.*



### BACKGROUND

Eddy Nye is the CEO of RB Farms. In 2017, his passion for regenerative agriculture led him to move back home to Far North Queensland to join the family business. He is a 6th generation agriculturist in the Atherton Tablelands with extensive experience in supply chain and food production. Scott Triana is CEO of Booch Blocks and has a diverse background in consulting, e-commerce, fashion and hospitality in Australia and the US. His passion for developing brands has attracted him to high growth companies where he has played an integral part in scaling businesses.

Eddy and Scott had proposed Booch Blocks to be a novel frozen, ready-to-eat product to be developed and released by RB Farms as part of the overall business. Instead, they have identified the greater opportunity to establish a new, stand-alone venture to develop and commercialise these new products to meet a global need and demand for healthy snacking options for children.



*Eddy Nye and Scott Triana*

### ON A MISSION FOR POSITIVE GLOBAL CHANGE

The founders of Booch Blocks are motivated by a mission to be a catalyst for positive global change in the way kids and their parents approach their overall health. They will achieve this through:

- Crafting tasty, nutrient-rich, sugar-free icy poles that are infused with prebiotics from Australian-grown ingredients
- Promoting health and wellness by empowering parents to make healthier snacking options that create a foundation for digestive health and overall well-being
- Fostering sustainability through sourcing ingredients responsibly, minimising waste and continuously seeking improvement throughout the supply chain
- Cultivating a community of health-conscious parents who share their passion for providing their children with healthy and functional snacking options

Eddy and Scott joined the GROW2Asia program with a focus on validating and launching Booch Blocks into the Singapore market.

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Food Futures Company GROW2Asia Program

### A CLEAR FOCUS ON CHILDREN'S NUTRITION

Booch Blocks have been developed specifically for Asia and through the learnings gained from the GROW2Asia program the founders were able to have a more focused understanding of the market, consumers and opportunities. During the program, Eddy and Scott finalised the branding of Booch Blocks and produced and delivered their first batch of samples to Speciality Fine Foods Asia (Singapore) which initiated communication with three companies in Singapore who were interested in the Booch Blocks products.

Through the program, the founders have pivoted their business strategy to forming a new venture to develop and commercialise Booch Blocks with a clear focus on children's nutrition, having validated customer priorities of gut health and low or no sugar. To achieve this pivot, they have:

- Identified and validated their first customers in Australia and Singapore, with whom they will build their early sales, establish a community and demonstrate traction and demand. This will enable them to leverage a broader market opportunity in Australia and overseas
- Established critical supply chain partnerships to support their go-to-market strategy for Booch Blocks in Australia and Singapore
- Identified critical cost points in their supply chain, particularly relating to primary ingredients aligned with their value proposition, which they have been able to address to support the viability of the new venture

This strategy has also enabled RB Farms to focus on its core business, including a crowd-sourced funding round to scale and refine the primary production business, and the creation of the Wabu Jananyu joint venture with the Giringun Aboriginal Corporation.



### WHAT'S NEXT?

Scott and Eddy, with support from Food Futures Company are raising \$500,000 pre-seed investment to build the Booch Blocks business and support their initial go-to-market strategy through product launch, marketing and community engagement.



"Without the program we wouldn't be able to navigate the challenges of exporting to a new market."

**Eddy Nye**

Rainforest Bounty

*An exclusive program developed by leading agrifood innovation systems design firm Food Futures Company in partnership with global agrifood tech impact accelerator GROW to help Australian scale ups capture the opportunity in Asia.*