

GROW²ASIA

CASE STUDY: INDIGIEARTH

Indigiearth is an Award Winning business, with its headquarters in Mudgee - the heart of Wiradjuri Country. Indigiearth provides premium bush foods made from authentic Australian native products that are ethically sourced and sustainably harvested. Indigiearth is recognised as a leading NSW Indigenous business with the experience and knowledge of bush food.



BACKGROUND

Indigiearth works closely with Aboriginal communities who use traditional land management practices that respect the land to source native ingredients. Indigiearth is producing the finest products with modern technology and cultural experiences that are world-class. Sharon Winsor is a Ngemba Weilwan woman from North West NSW and the founder of Indigiearth, a 100% Aboriginal-owned and operated business. Sharon's greatest past-time as a youngster was to collect bush fruits and catch yabbies, which has led to her passion for sharing Aboriginal food in its pure form with everyone.

DEMAND FOR AUTHENTIC, ETHICAL NATIVE FOOD PRODUCTS CONTINUES TO BUILD

The Australian Native food industry is worth \$20 Million annually and growing rapidly. However, only 2% of the Native Food Industry is led by Indigenous founders. The demand for authentic, ethically sourced superfood ingredients with a transparent supply chain is now front of mind for consumers worldwide including Asia. These Native ingredients have been recognised worldwide and used by chefs in international restaurants, further propelling their popularity.

Sharon joined the GROW2Asia program to build on her knowledge of exporting with the goal to expand into new ASEAN markets beginning with Singapore.



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Food Futures Company Grow2Asia Program

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CULTURAL EXPERIENCE AND FINE DINING A HIT IN SINGAPORE

Through the meetings with Austrade Landing Pad in Singapore, Sharon was engaged as a consultant to 1-Group in Singapore and invited to participate in the official opening of their fine dining KAARLA restaurant where Indigiearth performed a Traditional Ceremony and Sharon joined Executive Chef John Fiechtner in a presentation and preparing a morning tea and 5 course dining experience. Indigiearth was also invited by NSW Trade and Investment to join their delegation and exhibit at the Food Hotel Asia exhibition in September 2022 which was Asia's largest gathering of leading F&B manufacturers and emerging brands which was very successful.

To further demonstrate the connection with Asia cuisines, Indigiearth partnered with TV channel SBS on an episode of *Adam and Poh's Malaysia in Australia* series with popular chefs Adam Liaw and Poh Ling Yeow.

HOME OR AWAY?

While participating in the GROW2Asia program, Indigiearth secured a deal with Woolworths to be the first Aboriginal-owned native food brand to be stocked on shelves nationally in Australia. This has helped Indigiearth secure a major foothold in the domestic market and provided a strong basis for future growth.

Sharon has therefore decided to focus her efforts on building this market and is working on strategies to help her scale her business to meet the increasing demand. However, she plans to continue to explore ways to export her Warakirri dining experience, a 4-hour dining experience with authentic cultural entertainment, musical and cultural storytelling, and in-depth knowledge of Aboriginal culture and food that can be recreated anywhere in the world and tailored to any venue.