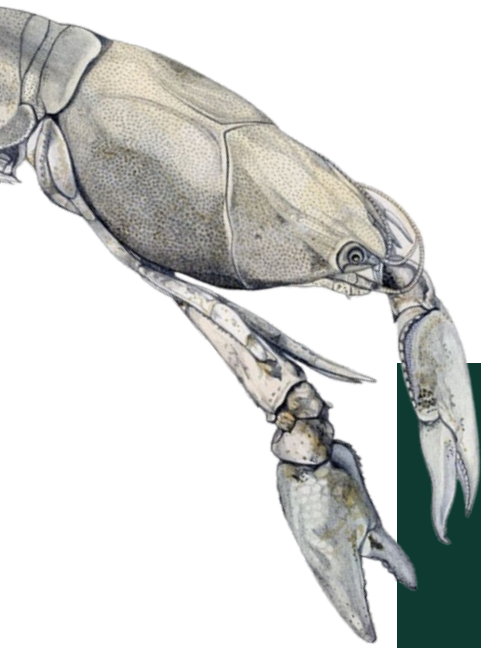


Yield Lot 7

IEP Program 2023



Yield Lot 7 is an innovative and environmentally-conscious enterprise that presents a diverse range of offerings, including beekeeping, cheese making, food workshops and her product line 'Relax with a Cherax'.



The primary focus for the program is her unique product line, 'Relax with a Cherax', which features native freshwater crayfish infused with Australian native botanicals and a gravy stock. This product range was inspired by the desire to address the significant waste issue in the Cherax Destructor production industry. The innovative formulation of these products aims to repurpose shellfish waste, resulting in zero to minimal waste. This eco-friendly approach reflects the sustainable sourcing and upcycling core values of Yield Lot 7.

COMING INTO THE PROGRAM

Jackie, a cultural educator at the Royal Australian College of General Practitioners, applies her extensive knowledge of cultural participation to her entrepreneurial endeavours. Alongside her multifaceted skills as a beekeeper, cheesemaker, and propagator, she has directed her attention to the immense waste associated with shellfish production. Observing the waste by-products, such as the water used to boil the shellfish and the discarded shells, Jackie began to question how these could be repurposed into valuable commodities. Upon investigating, she found out that the shells could be transformed into fermented fish oils, particularly yabby oils.

"Yield is an Aboriginal term that means 'to hold space for a different idea'. It also means 'to produce or make something different' - my family used to always like saying 'yield' meaning yield to a different idea. And Lot 7 is actually our allotment. We used to have a cooking school and would say that 'a lot can be done in seven days' so we chose to call it 'Lot 7'."



However, this was occurring on a limited scale as the potential of this industry was largely undiscovered. Intrigued by the potential demand for such products, Jackie visited the Sydney Fish Market and the Australian Fish Market. She found that a significant proportion of their shellfish were exported overseas. Moreover, she discovered that these markets had to bear the cost of waste removal, such as disposing of the leftover boiling water. Seeing an opportunity, Jackie envisioned a solution where the waste could be repurposed into new products instead. This led to the creation of the 'Relax with a Cherax' product line.

PROGRAM JOURNEY

Since the inception of the program, Jackie has accomplished several critical milestones for her 'Relax with a Cherax' product line. These include developing three new products, creating a distinctive logo design, purchasing a domain, designing and launching a landing page for her website. Understanding the importance of customer insights, Jackie adeptly used the Business Model Canvas to identify her key customer segments. She frequently sought feedback from these segments to refine her recipe formulations and enhance her value proposition. To develop a sustainable business model, Jackie proactively sourced packaging materials and built strategic relationships with key stakeholders across the supply chain.



Embracing opportunities to showcase her brand, Jackie participated in the CSU Innovation Showcase. Not only did she present on stage, but she also held a stall in the reception area to exhibit her product range and gather further feedback. Jackie used a QR code to collect detailed survey data from over 30 participants. The feedback she received has provided invaluable insights into her products' taste, texture, packaging and messaging. Jackie said the program has given her confidence to talk about her idea in public and contact like-minded companies to investigate different opportunities.



IMPACT

Jackie envisions a sustainable future for Yield Lot 7 that includes contract harvesting, providing a valuable service for individuals and businesses wanting to grow specific crops such as Warrigal Greens on their acreage. Given the size of their allotment, Jackie believes that they can cultivate up to sixteen different crops in a single year. She is particularly keen to offer First Nations farmers the opportunity to participate in this endeavour. In collaboration with the Land Council, which distributes seedlings to create microclimates among farms, Jackie wants to expand the variety of Bush Foods in these seedling options and microclimates. This will reintroduce native plants to the environment and support the local wildlife.



Additionally, Jackie addresses the issue of foraging. While foraging for native plants is a popular practice, it must be balanced with the replenishment of these resources. By incorporating native plants back into the environment, Jackie aims to ensure sustainability and prevent over-foraging. This approach aligns with her broader vision for Yield Lot 7: a sustainable, thriving hub that respects and replenishes the natural world.



WHAT'S NEXT?

Over the next 6-12 months, Jackie will be diligently working to introduce her 'Relax with a Cherax' product range to the market. She is currently undergoing food testing procedures to ascertain the shelf life and nutritional benefits of her products, which will provide crucial data to position her offerings in the gourmet food market effectively. Jackie is also actively engaging with contract manufacturers to expedite the production process.

"We really want to see some contract harvesting happening at Yield Lot 7 - we'd love people to approach us and ask us to grow an acre of Warrigal Greens that they can sell in their produce farms or market gardens for example. With the size of our allotment, we have potential to do up to sixteen different crops in one year - I'd like to see First Nations farmers get the opportunity to do this."

Her goal is to have her products stocked in local gourmet stores and available for purchase through the Yield Lot 7 website. A significant focus of hers is getting the pricing right for scalability while securing supply to minimise food miles. Jackie values sustainability and is committed to refining her business model to deliver a high-quality product with a minimal ecological footprint. In addition to Yield Lot 7's own products, Jackie is keen to support other Indigenous individuals to trial different crops that have the potential to be taken to market, with the support of the local Council fostering a community-driven approach to sustainable farming and enterprise.



About Food Futures Company

Food Futures supports, commercialises and invests in agile startups, entrepreneurs and disruptive technologies to be the vehicles of change for a better food system.

