

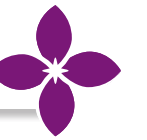
A close-up photograph of a woven basket filled with fresh purple pea shoots and flowers. The basket is made of brown wicker with white decorative bands. The pea shoots have vibrant purple leaves and delicate, light purple flowers with dark purple centers. The background is slightly blurred, showing more greenery and a wooden surface.

# A taste for **NOOSA**


A stylized purple flower graphic with five petals and a white center, located in the bottom left corner of the page.

The right ingredients to grow  
local agribusiness opportunities





# Our local **FOOD** story



“...there  
is more  
to Noosa  
than a  
beach  
holiday.”



**Noosa is many things to many people. Blessed with many natural attributes it is arguably best known as one of Australia's most loved holiday destinations.**

But there is more to Noosa than a beach holiday.

It is home to a passionate community and its economy is evolving and diversifying through a range of emerging sectors including agribusiness. There are many established agricultural regions in Australia and Noosa will never be a large scale, industrial farming or grazing location. But what we do have in spades is lifestyle, a passionate, local food culture and a reputation for culinary clout and award-winning restaurants, farms and producers.

If you are thinking of investing in Noosa why not consider being part of our growing food enterprises. If you are already producing food, then we encourage you to connect with other producers and growing support services.

**Noosa Shire is a Biosphere Reserve and we encourage producers to adopt best management practices to ensure the sustainability of their production, including providing effective buffers to protect biodiversity and catchment values.**





# Our local FOOD story

## Welcome to Noosa – where good taste is endemic

The Noosa Shire is a sub-tropical wonderland in South East Queensland. Within its 868 square kilometres there are a remarkable array of landforms.

Noosa's hinterland is blessed with truly stunning scenery, with ancient volcanic formations rising up from surrounding farmland and protected forests.

While some of our traditional farmland has been given over to small acreage "rural residential" holdings, there are still folks working the soil to produce livestock and fresh produce. Increasingly, local restaurants are seeking out reliable local produce to enhance their menus.

Noosa is a region known for its award-winning restaurants, café culture, and signature events including the Noosa Food & Wine Festival. So quality food is synonymous with the Noosa "brand". High quality local produce fits neatly with the clean, green, natural image that makes Noosa such a desirable tourist location and a wonderful place to live.

An evolving agricultural industry is gradually revealing a new breed of growers, graziers and boutique culinary producers. Emboldened by Noosa's history of environmental activism, sustainability is now the name of the game for many of these operators.

## A climate for growth

Consumer expectations are also shifting. Increasingly, people are willing to pay a premium for fresh local produce. Flourishing farmers' markets are evidence of the public's growing interest in food provenance. Before consuming, they want to know where it was grown and how it was processed. They are also interested in discovering how many "carbon miles" the food represents. Plainly this signifies an opportunity for local food production enterprises.

Noosa Council's Local Economic Plan 2015 identified Rural Enterprise as a priority sector. Our local agribusiness industry has the potential to deliver benefits to individual businesses, to the broader economy and of course to the consumer. Local food producers are also well placed to exploit Noosa's many competitive advantages by enhancing their own food story with a generous dollop of brand Noosa.

From paddock to plate to discerning palate, here's an opportunity that we in Noosa can continue to capitalise upon. Food for thought, eh?

**Tony Wellington**  
Noosa Mayor

**"High quality local produce fits neatly with the clean, green, natural image that makes Noosa such a desirable tourist location and a wonderful place to live."**







# NOOSA

## agribusiness - at a glance



The Noosa Shire and neighbouring Sunshine Coast, Mary Valley and Gympie regions have established food industries including dairy, seafood, beef and horticulture. Noosa is also home to a growing and eclectic mix of artisan value-add producers and gourmet food outlets. Local agribusiness is becoming more entrepreneurial, extending market opportunities through a value-added approach and linkages to sectors such as retail, tourism and health and well-being.

### Our history on the land...

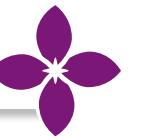
Noosa has a long history of dairying, grazing, small crops, tree crops and bananas. Since the 1980s a combination of factors created a shift away from agriculture. These included urbanisation, the de-regulation of the dairy industry, plant pathogens, free trade introducing increased competition, and increasing property prices. Links in the supply chain faltered; processing facilities such as abattoirs, butter factories and the Moreton mill closed, and government science and extension support was reduced. Traditional long-standing local knowledge was all but lost but the rich connection to the land could not be eroded and a new breed of growers and graziers emerged...and some never really left.

Actual number of farms and businesses in Noosa is difficult to quantify as shire boundaries have changed and not all have been captured. A snapshot from various sources is provided below as a guide only – numbers may have changed.

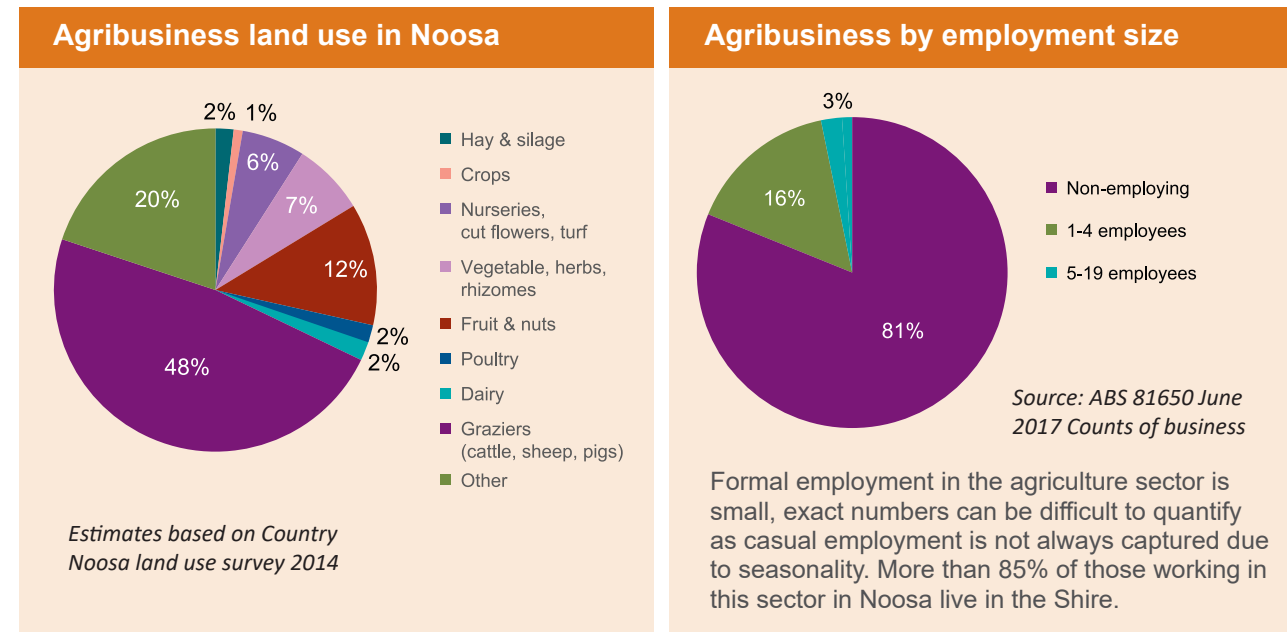
Number of farms, by industry classification, 2015–16

Industry Classification	Sunshine Coast region		Queensland	
	Number of farms	% of Region	Number of farms	Contribution of Region to total %
Other fruit & nut growing	99	25.5	867	11.5
Beef cattle farming (specialised)	76	19.5	8 466	0.9
Dairy cattle farming	34	8.7	498	6.8
Nursery production (outdoors)	26	6.6	121	21.3
Vegetable growing (outdoors)	23	6.0	679	3.5
Nursery production (under cover)	23	6.0	118	19.7
Berry fruit growing	20	5.1	92	21.6
Other	88	22.6	7 087	1.2
Total agriculture	390	100	17 929	2.2

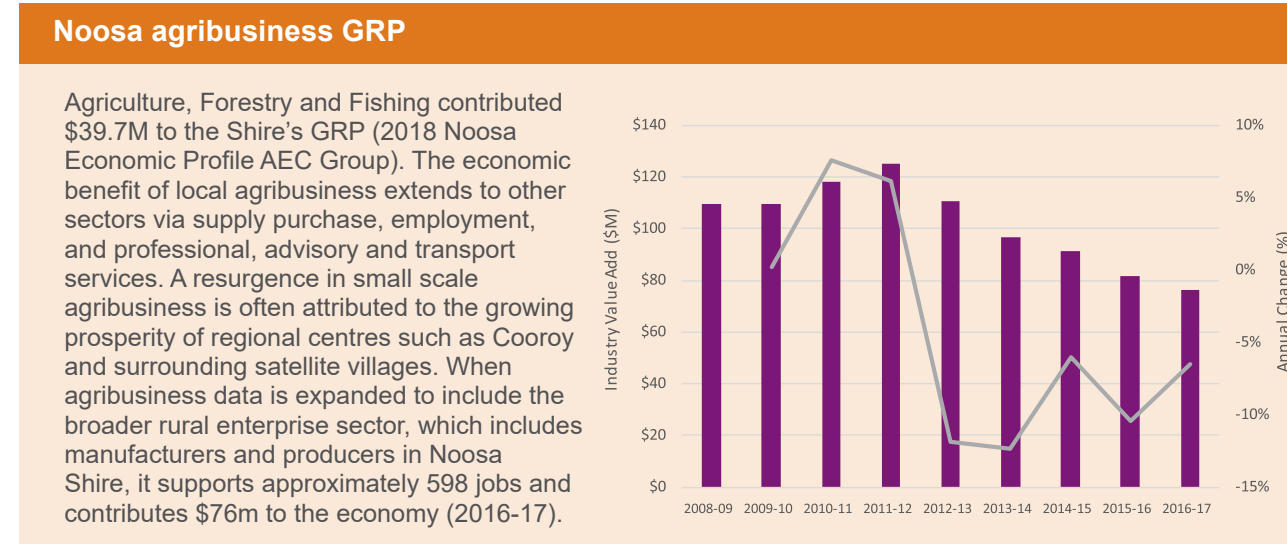
Note: Estimated value of agricultural operations greater than \$40,000.  
Industries that constitute less than 1 percent of the region's industry are not shown.  
Source: [Australian Bureau of Statistics 2017](#)



## Noosa agribusiness – how the numbers stack up



**“...Council’s property system indicates that over 200 properties are being used for primary production.”**

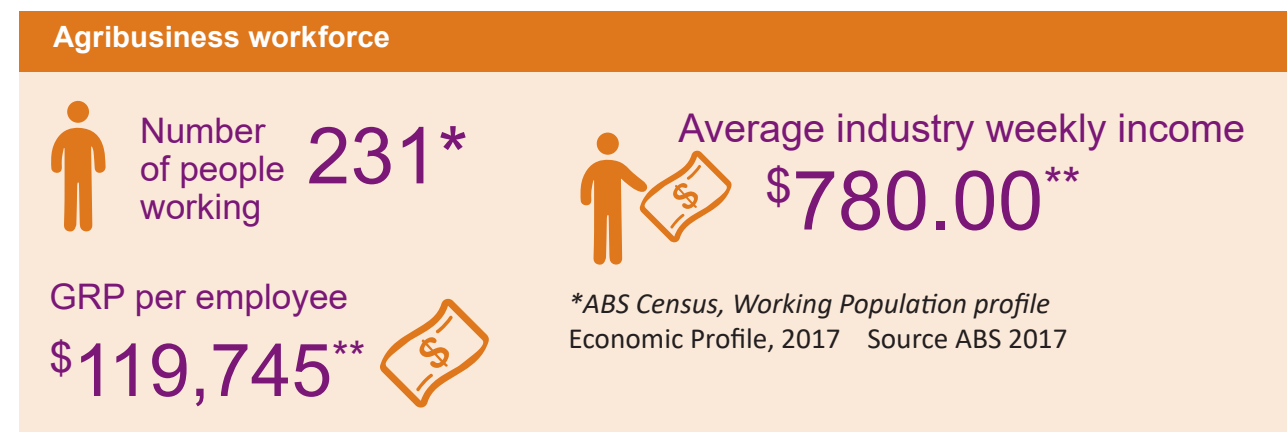


## Farming in Noosa today – graziers & growers

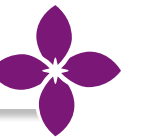
Local agricultural operations may not be the size they once were, but they punch above their weight in terms of quality and diversity. Noosa’s agribusiness environment is defined by small scale production of a range of crops, with a new emphasis on value-added production. Noosa’s hinterland includes lush green, rolling pastures and fertile flats and the high annual rainfall and frost free climate combine to make ideal conditions for farming a variety of livestock and horticultural products. The clean credentials of the Noosa brand suggest that farming enterprises, particularly food production, should take a more environmentally sustainable and potentially boutique approach.

A survey of the Noosa hinterland identified 238 properties found to be used for beef cattle, 47 used for horticulture and at least 70 containing horses. In line with this, Councils property system indicates that over 200 properties are being used for primary production.

Intensive animal husbandry such as high density poultry farms, feedlots and piggeries have repeatedly been opposed by the Noosa community. It is unlikely that such uses would be supported in Noosa Shire given the focus on environmental sustainability.







### Grazing – a new kind of boutique in Noosa

Local graziers are part of a new breed of farmers rearing smaller numbers of pasture-fed beef cattle. Grass fed, or certified organic produce is becoming increasingly popular with consumers and finding its way into refrigerator shelves of gourmet suppliers and on to plates in local cafes and restaurants.

A comprehensive report 'Noosa Beef & Local Food System Research' was conducted on behalf of Country Noosa by Watershed Australia in 2015. The project focused on the beef supply chain analysis, barriers and opportunities to bring local produce to market. The methodology included in-depth interviews and discussions with growers, graziers, other supply chain operators and consumers. Mapping of 374 lots showed an average grazing area of around 25 ha/lot. [Click here](#) for maps showing the observed beef grazing properties.



### Sustainable beef – good to know

- Recorded cattle properties in Noosa Shire cover 12,100 ha, however this reduces to an estimated 8,300 due to forests and residential use.
- The two market options which are the least labour intensive and most time flexible for beef producers are finishing cull cows, and backgrounding steers for the feedlot trade.
- Locally produced beef is meeting the growing consumer preference for relatively chemical free pasture-fed meat and opportunity exists to develop a local beef production system focused on the local/regional food market.
- Summer rains bring high moisture content in grass – less nutrients make finishing calves challenging as it is difficult for them to gain weight.
- Fattening cull cows – cull cows generally can deliver profits depending on market.
- Group farming – allows economies of scale, lifestyle farming and shared expertise.



### Watch this space

- Yearling beef – potential growth opportunity – processed straight from weaners without finishing and cut as veal.
- Regional livestock processing facility.
- Emerging local food system - graziers who contract slaughter and sell their meat products direct.
- Growing consumer demand - 70% of survey respondents interested in buying local beef.
- Mass market shift against intensive farming and clear preference for free range systems.
- Opportunities exist for free range poultry, pig farming and aquaculture and co-operative farming ventures.
- Opportunity and market demand for a 'local', 'sustainable' & 'free range' meat providore enterprise.
- Breed steers over fattening – maximise number of breeders and produce weaner calf each year depending on market conditions.
- Mixed farming – e.g. cattle, chickens/ducks/geese – plus some horticulture – a number of farms are developing this way.

### Chewing the fat – who to talk to?

- [Country Noosa](#)
- [Noosa & District Land Care](#)
- [Gympie Beef Liaison Group](#)



**“Grass fed,  
or certified  
organic  
produce is  
becoming  
increasingly  
popular with  
consumers...”**





## The Growers

Noosa Shire has more than 50 agribusinesses, mostly on a cash crop, market-garden scale, specialising in fruits, vegetables, salad greens, nuts, herbs, ginger and rhizomes and other horticultural products. There is a strong focus on organics and chemical-free, with many producers seeking direct marketing opportunities via farmers' markets, specialty retailers, and local restaurants.

A local cluster of 'green' fruit and vegetable wholesalers and retailers is continuing to grow. Larger buyers include local supermarkets, and a wholesale distribution service that link growers and restaurants looking for unique local produce from the Sunshine Coast to northern New South Wales. Wholesale distributors on the Sunshine Coast actively seek to grow their range of locally and sustainably grown fruit and vegetables, as well as developing

relationships with specialist growers of exotic crops specifically for niche food industries. Some crops (e.g. avocados, pineapples, strawberries) have local marketing co-operatives that afford growers the opportunity to unite and improve both their marketing and financial return. Several local fruit and vegetable and organics retailers and home delivery enterprises actively foster suppliers in the local area. All play a role in linking growers and producers with their consumers.

Growing consumer awareness and demand for clean, healthy produce is also supporting growth for the sector.

### Sustainable horticulture – good to know

- Local climate provides a potential opportunity to target a harvest window that is earlier than peak supplies from areas further north for sub-tropical fruit.
- Mould can be an issue in summer or high rainfall and humid conditions.

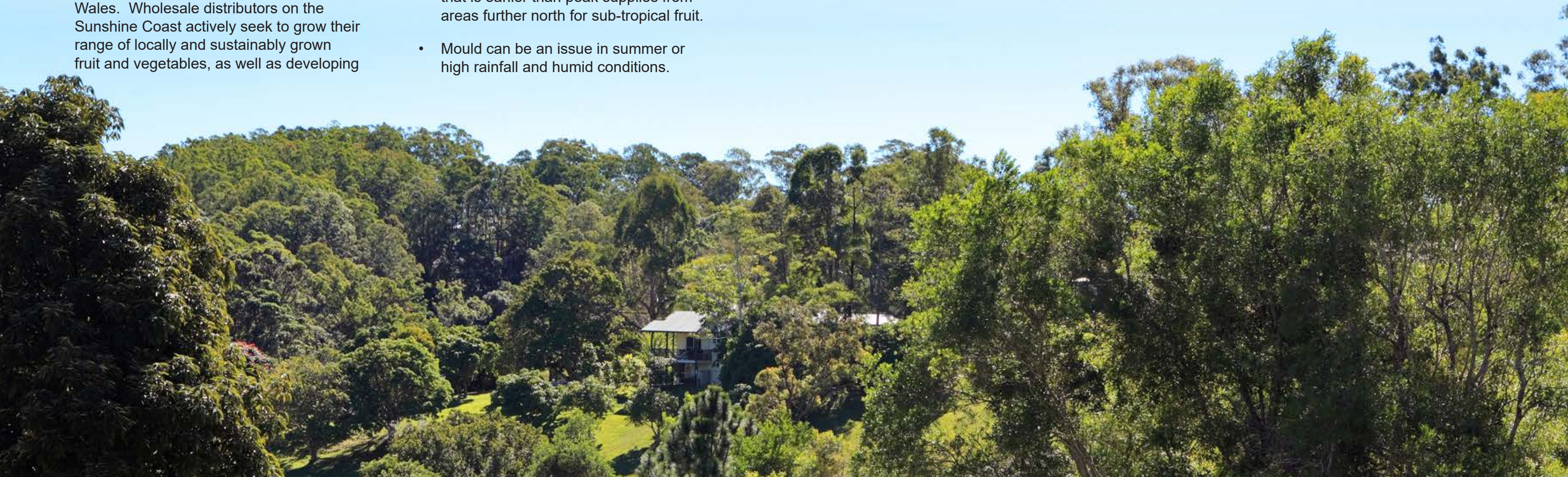
- Check you have room for waste and stormwater management e.g. diversion banks and holding ponds to capture, store, treat and reuse run off.
- It is important to protect soil resources, control weeds and minimise pest and/or disease risks.
- Noosa Shire is a Biosphere Reserve and we encourage producers to adopt Best Management Practices to ensure the sustainability of their production, including providing effective buffers to protect biodiversity and catchment values.
- Provide effective buffers to minimise amenity impacts on neighbours or any nearby sensitive receptors.

### Watch this space

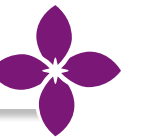
- Growing well-being sector – potential to expand beyond grocery into skincare and health products.
- Native bees – pollination.
- Increasing export of Australian ginger.
- Growing interest in bush tucker with demand exceeding available supply for products such as honey myrtle and native finger limes.

### Who to talk to

- [Department of Agriculture and Fisheries](#)







# What's behind the FARM GATE?



## Infrastructure and assets

### Water resources

Water is definitely an asset – our subtropical location delivers a rainfall envied by drier regions. The Water Act controls access to water resources in watercourses, lakes and springs. Depending on the size and location of your intended enterprise you may require a water licence or approval of your water infrastructure (e.g. structures in stream or large scale dams). The Department of Natural Resources and Mines in Gympie can assist with enquiries. There are no irrigation water supply schemes in the Noosa Shire and all water supplies are fed from natural process. Agricultural land uses are controlled in catchments upstream of potable (drinking) water supplies, this includes land in the shire upstream of Lake Macdonald near Cooroy and the water intake at Kybong on the Mary River (around Ridgewood). Noosa Council has long protected the Lake Macdonald catchment which supplies local drinking water, and planning approval is necessary for the majority of agriculture and animal husbandry enterprises in the catchment. Agriculture development also needs to comply with *Seqwater* Development Guidelines: **Development Guidelines for Water Quality Management in Drinking Water Catchments**.

### Transport – access to market

A number of freight and transport companies operate across the Sunshine Coast, Noosa and Gympie regions, linking Noosa Shire with key hubs inland, north and south. The North Coast line is the principal regional freight and passenger line within the Queensland Rail network, linking Nambour in the south and Cairns in the north. The system carries various freight products, including containerised and industrial freight, livestock and bulk commodities. Containerised freight services operate between Brisbane and major centres. The expansion of the Sunshine Coast Airport will further provide opportunities for the agribusiness industry to grow. Improved infrastructure will provide better access into international markets including Asia. The Port of Brisbane is located 153 kilometres south of Noosa along the Bruce Highway (M1) and within a two-hour drive from most of the Noosa Shire.

### Land

The majority of land outside of the Noosa urban area is zoned Rural or Rural Settlement. In March 2016 there were more than 2,600 properties in the Rural Zone and around 3,400 properties zoned Rural Settlement. The Rural Settlement Zone is

generally intended for the lifestyle acreage blocks. These lots are generally small and could suit small-scale agricultural uses but typically not commercial agribusiness. The Rural Zone has a minimum lot size of 100 hectares and is more specifically intended for agricultural uses and to protect scenic and environmental values and rural enterprises. With more than 2,000 lots of between two and 20 hectares, with the right factors in place these small lots can accommodate successful agriculture, particularly in high value enterprises such as strawberries, amenity horticulture and hydroponic vegetables. Land within the towns and

villages of Cooroy, Pomona and Kin Kin is well placed to accommodate value-adding, manufacturing, processing, packaging and other functions that support rural production.

Other Zones to consider are Conservation Zones and Environmental Management Zones.

Property values in Noosa hinterland can be higher than areas further north and west which can be a barrier to entry in this sector. When looking to purchase, seek advice from land valuers and local real estate agents.

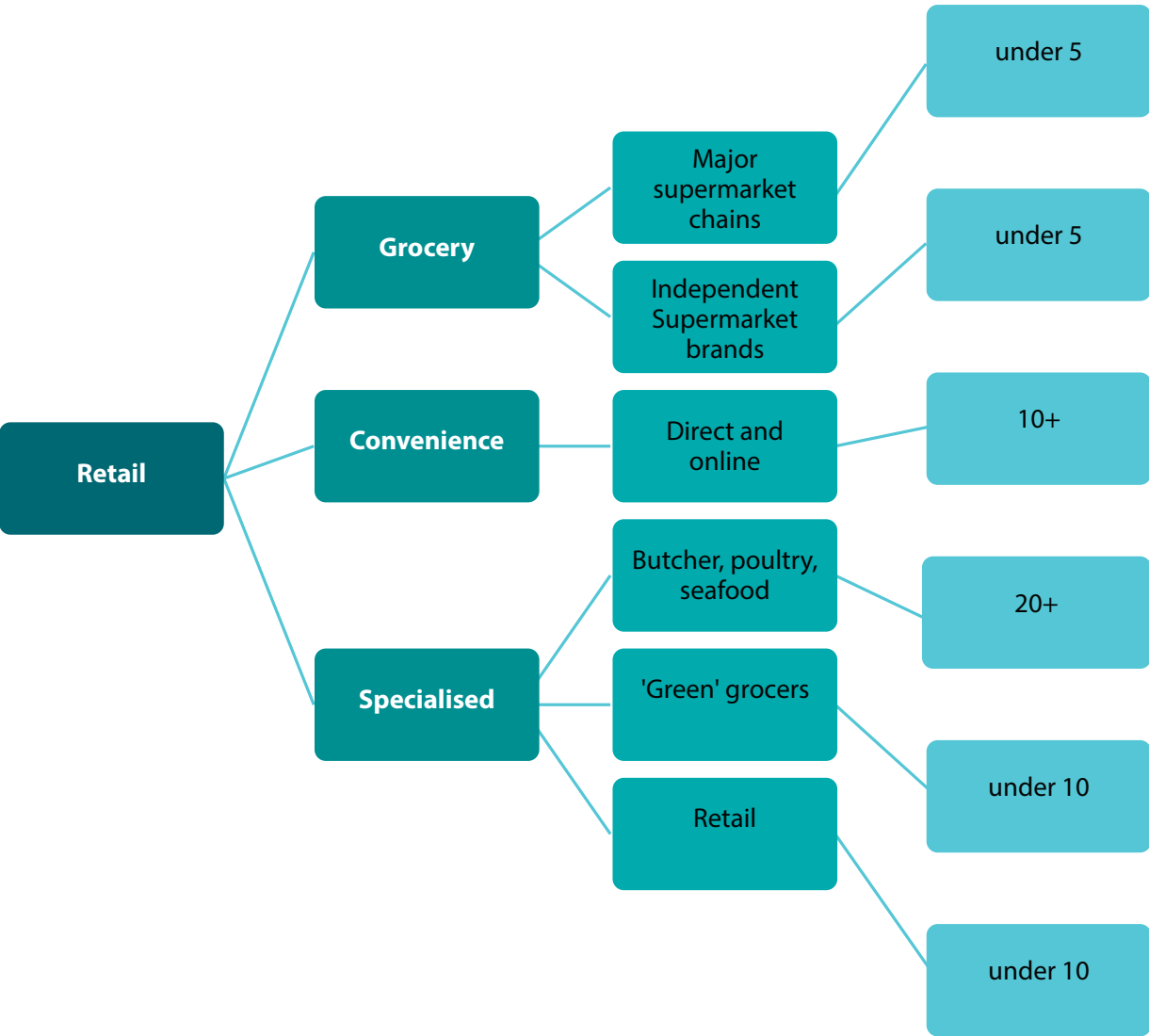




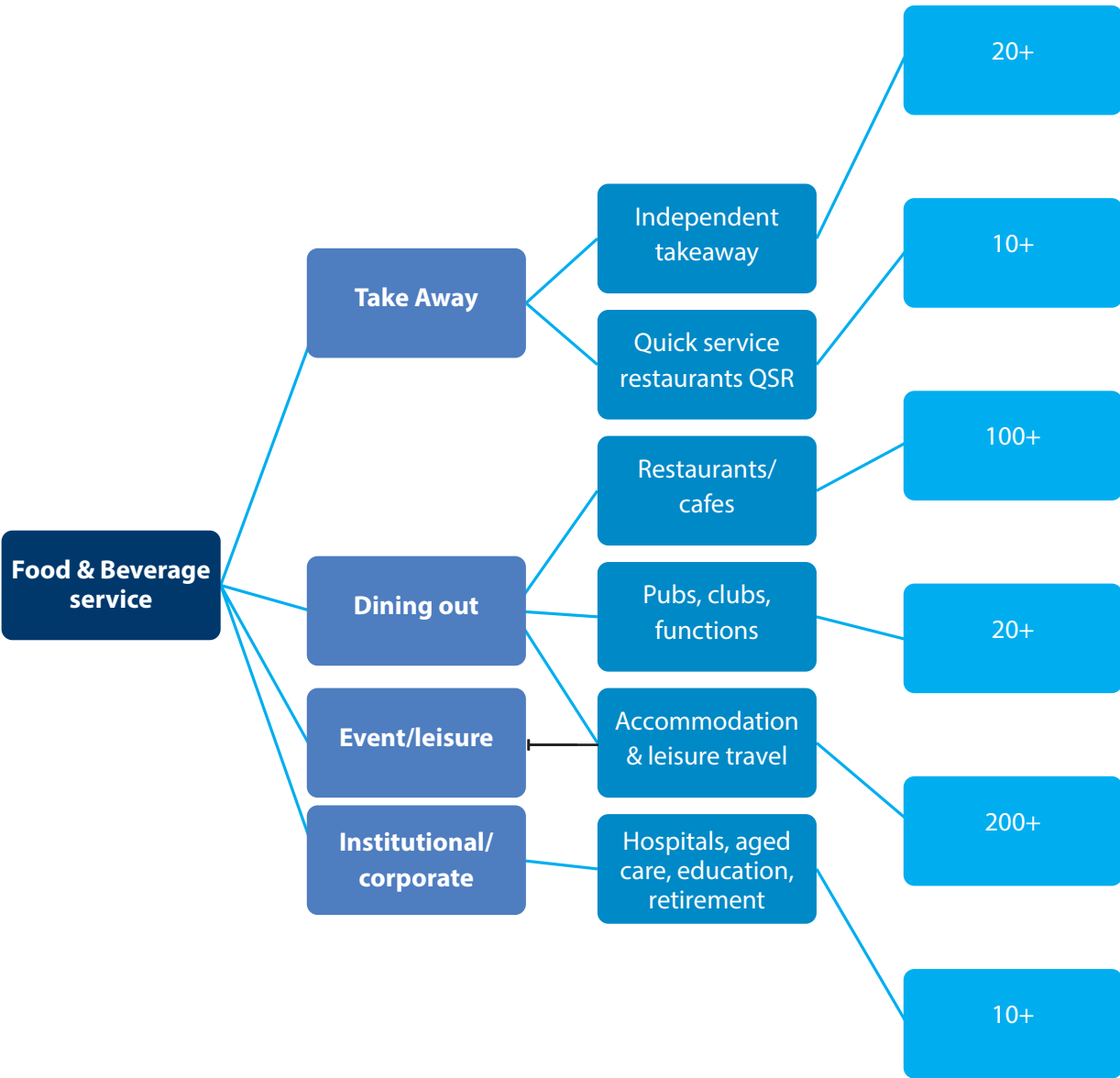


Noosa and surrounding regions have a diverse and growing range of agribusiness resources. For a snapshot of key facilities, ► [click here](#).

Key outlets in Noosa



Key outlets in Noosa







# Talking FARM BUSINESS

## Technically speaking

A range of experts can assist with knowledge and capacity building including:

- [O2UDP Group – Peregrine Beach](#)
- [Landmark Farm Services Yandina](#)
- [Maroochy Research Station](#)
- [Noosa & District Landcare](#)

For a more extensive list, ► [click here](#)

## Networking

A growing network of local industry experts are a good place to start for knowledge and advice...

- [Country Noosa](#)
- [Food and Agribusiness Network \(FAN\)](#)
- [Gympie Gold Regional Produce](#)
- [Local Harvest: The Sunshine Coast Regional Food Directory](#)
- [Noosa Farmers Market](#)

For a more extensive list, ► [click here](#).

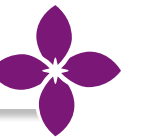
## Education, support and advice

- [Slow Food Noosa](#)
- [Department of Agriculture and Fisheries](#) – including business trends and publications

For a more extensive list, ► [click here](#)

Research is key when  
planning an investment in  
agribusiness





# BEEF or chicken?

**“Council is working on a new Planning Scheme which will include how land is identified and agriculture supported.”**



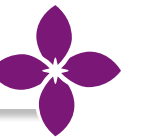
## **Pairing land & purpose - finding your perfect match**

### **Finding land – what belongs where!**

[The Noosa Plan](#) is the planning scheme for the Noosa Shire and sets down the planning framework to guide its future. Council is working on a new Planning Scheme which will include how land is identified and agriculture supported. For example, the scheme could encourage certain forms of agriculture and specify those considered inappropriate. A Natural Resource overlay to the plan protects good quality agricultural land from other forms of development which could be located elsewhere. The scheme intends to prevent further subdivision of land within the Australian Land Classification (ALC). The new planning scheme will look to support various State Government priorities, which include:

- reduce the potential for conflict between agricultural land and other uses;
- protect resources from inappropriate development;
- minimise encroachment to ensure viable tracts of agricultural land are maintained; and
- improve opportunities for increased agricultural investment, production and diversification.





### How do you know if the land you have, or want to purchase, is suitable for farming?

A number of State Government land evaluation schemes estimate land potential for agriculture. ***It is important to note, particularly in Noosa Shire, where lifestyle values are balanced with agricultural values, that even if land is capable for agriculture, it may not be suitable.*** The scale of soils, agricultural land and grazing land type mapping should not be used in isolation to make property level decisions. There may be considerable variation of soil, slope and hydrology within each mapped area.

#### Good to know

**Checking available mapping is a good place to start!**

Qld Department of Infrastructure, Local Government and Planning [Interactive Mapping System](#) that relates to matters of State interest.

Mary River Catchment Coordinating Committee [grazing land types](#) in the Gympie District.

Qld Department of Infrastructure, Local Government and Planning's [Planning Guidelines for the Identification of Good Quality Agricultural Land](#).

Attend farm walks and technical sessions run by local networks.

For more details ► [click here](#)

- It is important to seek professional advice from an agricultural adviser or natural resource management professional before making a decision to start an agricultural enterprise.
- Soil type and quality can vary between adjacent paddocks.



**“...talk to neighbours and old time locals to understand what has been grown on the property...”**

#### Things to look for:

1. Evidence of previous agricultural uses on the site – talk to neighbours and old time locals to understand what has been grown on the property and if there were any past-problems e.g. erosion, poor growth, fungal diseases etc. which can take many years to address.
2. Get detailed contour mapping to determine slopes. Slope is a limiting factor for horticulture (other than tree crops) where workplace health and safety guidelines dictate the maximum cross fall for safe tractor driving, and erosion hazard makes cultivation unsustainable on steeper slopes. Grazing can be sustainable across a variety of slopes, but steep slopes with shallow soils are easily erodible and are better used for farm forestry than animal production.
3. Assess whether the property has watercourses, wetlands, floodplains and/or drainage problem areas that need special consideration. Long-term locals may be able to tell you about where floodwaters come to, what areas tend to be boggy in wet seasons etc. For example:
  - high water tables, with low fertility, poorly drained soils are a frequent constraint on the coastal plains of the Noosa Shire
  - waterlogging of soils in floodplains and degraded wetlands converted to pasture can be a constraint to both horticulture and grazing in wet seasons. Looking at the vegetation can give you indication of areas susceptible to waterlogging e.g. Paperbark Tea-tree, sedges, venus fly traps.
4. Check your soil profile for structural properties. Is it very sandy, light in colour with some black, grey mottling (likely to have low productivity); or deep, red with a moderate clay content (good quality productive soils)? Is there a clear change between the top 30 cm of soil from a sandy loam to a dense clay below that may impede root development?

For further information on soil classification ► [click here](#).







### Weeding out trouble

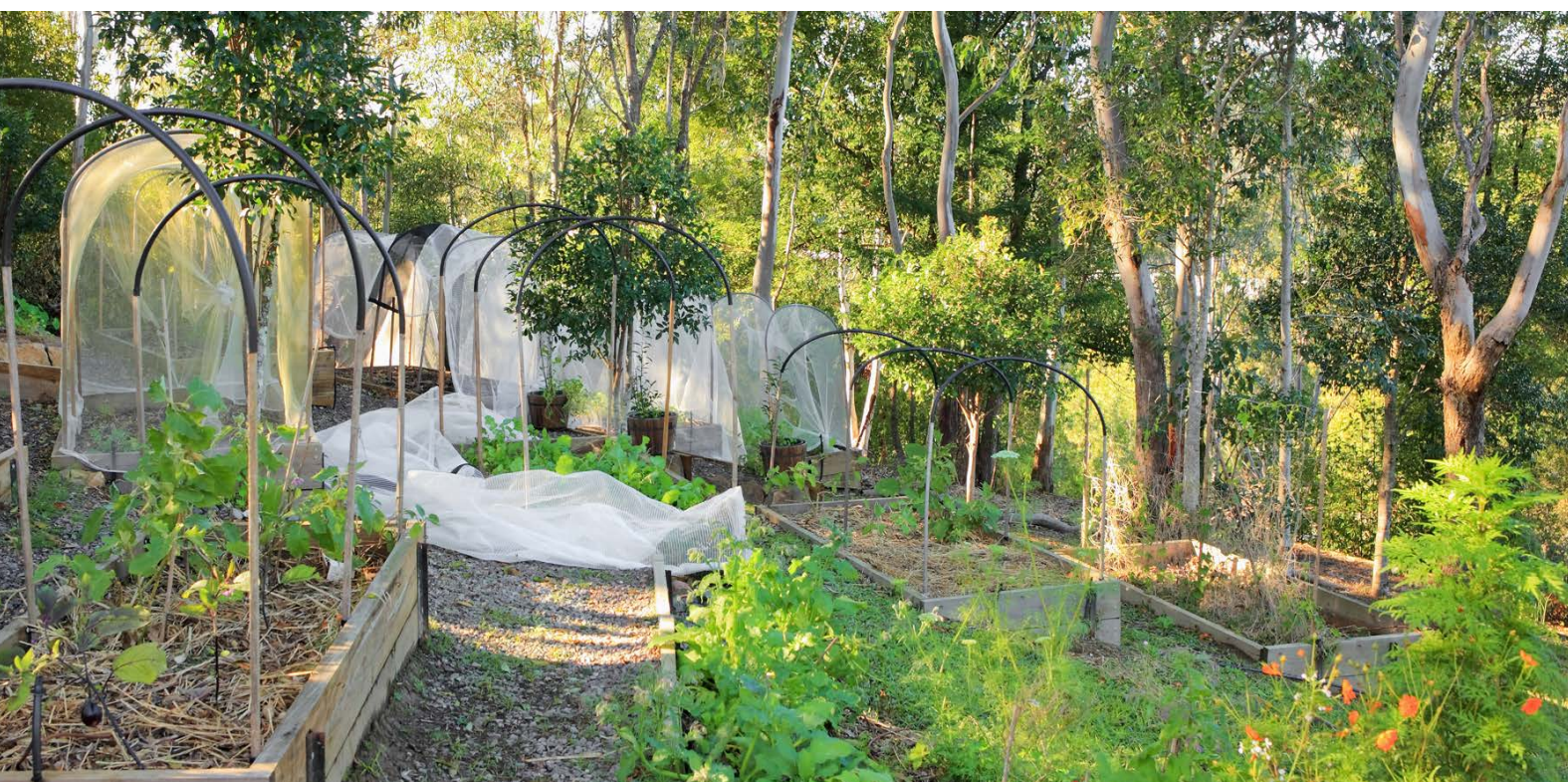
Weeds and pest animals pose a significant threat to our biodiversity, impact on agricultural productivity and can affect human health and recreational activities. All landholders including Council have a responsibility to manage weeds and pests on their properties. Click here (<http://www.noosa.qld.gov.au/weed-management>) to stay informed and make sure you don't contribute to the spread of key weeds and pest animals.

Watch for:











- Run down properties
- Lantana and Giant Rats Tail – difficult to eradicate.

### Making good neighbours

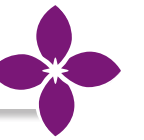
People call the Noosa hinterland home for varying reasons. For some, agriculture is their livelihood, others are hobby or boutique graziers and growers and some residents have no interest in farming, just a love of the rural lifestyle and amenity. The clearing of bushland for new pastures or orchards is generally unsupported, especially considering there are already many underutilised cleared properties. These differing values can lead to conflict and would be farmers, producers and graziers are advised to do their homework.



## Trends, opportunities and challenges

Strengths   	Weakness 
<ul style="list-style-type: none"> <li>• Noosa lifestyle</li> <li>• High rainfall sub-tropical conditions, combined with productive soils in some areas</li> <li>• Wide range of fruit, vegetable, meats, flowers, herbs, in varying degrees of commercial production</li> <li>• Proximity to local and central markets</li> <li>• Community support - local population supporting direct market place opportunities –</li> <li>• Noosa consumer high propensity to buy local (Stockwell research - 60% respondents were highly committed to buying local food, 75% specifically buy local produce one or more times per week)</li> <li>• Successful long-term food manufacturing in the region</li> <li>• 1.5 hour to Brisbane and export facilities</li> <li>• Emerging agri-business entrepreneurial population with significant financial resources</li> <li>• Existing linkages between agriculture and tourism</li> <li>• Local agriculture R&amp;D facilities (Nambour)</li> <li>• Noosa brand (and relationship with neighbouring regions e.g. Mary Valley)</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty competing against lower priced imports (processing and fresh) in mainstream commodities</li> <li>• Rapidly rising cost of good quality agriculture land</li> <li>• Potential to have multiple lifestyle driven neighbours with concerns about agricultural chemicals and noise.</li> <li>• Lack of a local slaughtering facility that was trusted to do small contract kills, ethically and with a clear chain of custody from delivery to butcher lack of facilities in the region particular problematic for the slaughter of pigs, sheep and goats</li> <li>• Disrupted supply chain</li> <li>• Fragmented industry</li> <li>• Consumer difficulty sourcing information</li> </ul>
Opportunities     	Threats 
<ul style="list-style-type: none"> <li>• <b>Local markets</b> <ul style="list-style-type: none"> <li>- Significant regional population base of approximately 388,000 in the 3 Council areas of Gympie, Noosa, Sunshine Coast</li> </ul> </li> <li>• <b>State/Interstate marketplaces</b></li> <li>• <b>Export</b> <ul style="list-style-type: none"> <li>- Expanding Asian marketplace</li> </ul> </li> <li>• <b>Marketing/brand existing &amp; potential</b> <ul style="list-style-type: none"> <li>- Strong support for development of a local/regional brand from micro and small producers (85% surveyed)</li> <li>- Established tourism brand – potential for eco-tourism (additional farm income)</li> <li>- Stronger labelling and accreditation</li> <li>- Collective approach to 'regional food story', collaboration, knowledge share, networking – developing a sense of connection and belonging – particularly for smaller producers/artisan foodies</li> </ul> </li> <li>• <b>Demand for local</b> – move towards sustainable agriculture</li> <li>• <b>Beef</b> <ul style="list-style-type: none"> <li>- Underutilised land cleared for grazing</li> <li>- Less potential planning issues with grazing</li> <li>- Group farming – small properties combine to create economies of scale</li> <li>- Modern grazing techniques to improve productivity</li> <li>- Profit from market dynamics e.g. cull cows</li> <li>- Yearling beef</li> <li>- Evolve beef supply chain from traditional processors/retail chains to direct relationships with buyers and customers</li> </ul> </li> <li>• Unmet demand from consumers and restaurants*</li> <li>• Spare capacity within local and regional processing enterprises and storage facilities</li> <li>• Coordination in local food supply chains, more effective marketing processes, and capacity-building for producers</li> <li>• Online sales portal</li> </ul>	<ul style="list-style-type: none"> <li>• Land management – weeds &amp; pests e.g. Lantana</li> <li>• Limited availability of good quality agricultural land</li> <li>• Vagaries of weather and extreme events e.g. floods, drought</li> <li>• Catchment degradation</li> <li>• Encroachment of urban sprawl</li> </ul>





### Key trends to build on

- Worldwide trend in similar communities to become more sustainable by developing local food systems. Consumer preference for local, healthy and natural foods is underpinning this growth.
- Wright's (2012) report on interviews with medium to large food manufacturers and Birch's (2012) consumer survey identified strong interest in increased local food and regional food supply. The most important drivers for local and regional food purchases by residents in the broader South East Queensland region include a desire to support local producers and retailers, the local community and the regional economy; and intrinsic qualities including freshness, reduced food miles,

traceability and knowing the origin of local food and beverages.

- According to Country Noosa/Watershed Australia [report](#):
  - the Noosa consumer is more likely to buy local - supporting local producers was by far the most important reason for this practice followed by freshness, supporting the local community and reducing food miles
  - there is strong support for a local beef product and purely grass fed grazing systems.

# CREAM of the crop



A look at those already  
dishing up a dollop of  
lifestyle envy







The brood behind the brew - the Tollis family from left to right: Steve, Aiden, Annabelle and Liane.



Core business	Herbal tea manufacturer
Sector	Beverages
Location	Kin Kin
Year Established	1982



## Kin Kin Tea

### *A blend of family & community*

*“We are looking to tell a story of the importance of local produce, and over time, source as many of our inputs as possible from the Sunshine Coast. This is very important to our ideals and really want to see all local businesses supporting each other.”*

**Liane and Steve Tollis, Owners, Kin Kin Tea**

We prepare and blend various herbs here in Kin Kin, to create 11 blends of herbal teas, seven of which are certified organic. There are huge opportunities for this business which has always operated off word of mouth, however we are looking to take it to the next level.

#### Getting started - what led you to Noosa?

Steve and I moved to Kin Kin seven years ago to lead a more sustainable, chemical-free lifestyle. Steve enjoys organic gardening using permaculture principles and we wanted our children to grow up in the country and attend a small school. Local community is very important to us and we would love to be able to buy everything we need right here. We chose Noosa as it is a friendly, beautiful place to live and Kin Kin specifically as we liked the tight knit community and the school. We purchased Kin Kin Tea in April 2016. We are hoping to breathe new life into an already very well-branded and established business.

#### Key elements in your supply chain and collaborative partnerships?

We purchase herbs which we blend into our teas. One of our main goals since taking over the business is finding local producers and we are already in negotiations with a few. Our

organic property grows ginger and turmeric especially well and we will be planting out in spring with a full crop. In the future we are planning to grow a good majority ourselves and work with other local properties nearby that have also expressed interest in growing organic ginger and sharing the infrastructure required.

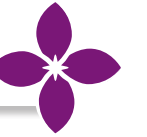
#### Greatest challenge facing your business success?

Overseas competition utilising cheap labor. The majority of tea is packed overseas and there are very few hand-packed teas in Australia.

#### Your biggest risk?

We are embarking on building our own tea packing plant. This will be an expensive venture for a very small business and we are building it based on the plan that we will be able to expand sales to justify the expense. Our current estimation to build the shed is \$50,000. Due to this high capital outlay we have decided to delay the build until February 2017. This will give us time to ensure that all facets of the business are viable and that a financial investment of this size is warranted. This means that we have until February to prove the business model.



**Biggest success?**

Our website and online store have been our biggest success. Even though we have only had the business a short amount of time we have developed a strong online presence very quickly and are already making a number of sales through our website. The previous owner operated solely off word of mouth and we feel a growing online presence is our key to success. Other amazing opportunities to come our way include Gympie Times article and some very good exposure through the opening of the Fresh Box new premises in Forest Glen.

**Biggest failure?**

Two weeks after taking over the business our main wholesaler who does over 50% of our sales said that they were planning to pull our product from their shelves. After some negotiation they have given us six months to increase sales and prove to them that we can move more product. We want to prove to them we are serious about this business and will grow it over time.

**Key point of difference from the competition? What gives you an edge?**

Certified Organic, locally made here in Kin Kin. All natural and organic products with no added flavours.

**Connecting with your market – key channels?**

Facebook, Instagram, Pinterest and our new website [www.kinkintea.com.au](http://www.kinkintea.com.au). We are also investing in the ABC's Organic Gardener Magazine for 7 issues over 12 months. This magazine is our exact target demographic. We are hoping this investment will increase consumer awareness and help us to get stocked in more wholesalers.

**What advice would you give yourself if you could start over?**

Do more due diligence when taking over the business. The previous owner did not know that our main wholesaler was looking to drop our product, however this was something we should have looked into more by visiting our top customers. We would like to stress to anyone looking to take over a small business that taking your time on due diligence is well worth the time and effort. A good motto is "All things in good time."

**What do you see in your five year future?**

Our five-year plan is to quadruple sales. This will enable us to have it as our primary source of income (Steve currently runs a IT business and Liane works as a casual teacher aide at the Kin Kin School). We would like to be growing all the ginger that is used in our teas. We would love for the herbs to be sourced locally, or at least

from within Australia, where possible

**Do you have an exit strategy for your business?**

Currently we are assessing the viability of the business. The cost of the tea packing facility is the deciding factor. We are currently very lucky to be able to hire the current facility until July 31, 2017. This gives us time to evaluate the market and see what happens over time with our wholesaler. It is also important to us to be able to establish relationships with other wholesalers across Australia and into individual health food stores. We love being part of the Noosa business community and have already met many beautiful people.

**“Even though we have only had the business a short amount of time we have developed a strong online presence very quickly and are already making a number of sales through our website.”**





Jodie's shelves are packed with free-range goodness from signature pies, dips and condiments, home-cooked take home meals and Mayan Farm produce including hams and bacon.



Core business	Beef cattle, livestock farm café catering
Sector	Food & Beverage
Location	Kin Kin
Year Established	2006



## Mayan Farm & Black Ant Gourmet

### A free range hive of creative expression

*'We started free range farming in Cooroy just for ourselves. Our neighbours were our first customers – that quickly grew. As a chef I've been blessed with the opportunity to source fresh produce direct from local markets, trawlers and farms. Having our own farm is fundamental to our supply chain between the food on the table at Kin Kin General Store and Black Ant catering – all part of our paddock to plate philosophy.'* **Jodie Williams**

Mayan Farm is 160 acres of fertile grazing land along the Kin Kin Creek, in the Noosa hinterland. The hinterland's high annual rainfall makes it the perfect setting for farming a large variety of livestock including Droughtmaster cattle, Saddleback/Large Black Cross pigs and Quarterhorses.

#### Getting started – what led you to Noosa?

I was born in Cooroy and lived in Noosa until I was 21, moving to the hinterland as soon as I started a family. We chose Kin Kin as it was farming country and still in the Noosa Shire, with plenty of room for growth. It is just what we needed.

#### Key elements in your supply chain and collaborative partnerships.

Grow local, employ local, purchase local, supply local, eat local.

#### Greatest challenge?

Legislation (red tape) and costs of keeping it local. Employing local, stocking local produce, growing local.

#### Biggest risk?

Becoming a statistic to all the challenges that ALL small businesses have to face.

#### Biggest success?

Being true to myself, working hard and moving forward everyday no matter what.

#### Biggest failure?

Being true to myself and a little too honest to people and working a little too hard every day.

#### Key point of difference from the competition? What gives you an edge?

Our farm to plate business (café/ restaurant and catering business) focuses on clean food grown locally where possible. Toxins, chemicals, preservatives and stress of daily living is destroying our health ... something has to change. Social media is getting the message out about honest health choices.

#### Connecting with your markets – key channels?

Word of mouth, Facebook, Instagram, websites, local news articles... all help get the word out.

#### What advice would you give yourself if you could start over?

Take one day a week to STOP and enjoy life.

#### What do you see in your five year future?

A little more time to relax and enjoy my many passions (other than my job).





Danielle Gjestland.



Core business	Refined Japanese Cuisine
Sector	Food & Beverage
Location	Noosa
Year Established	2003

**‘Ebi’** – the freshest Mooloolaba king prawns served with pickled bamboo grown locally; cornflowers, climbing spinach and nasturtiums hand-picked from the farm; and a dusting of ground, dehydrated organic mandarin.



Succulent climbing spinach with flowers ready to bloom.



## Honeysuckle Hill Farm, Wasabi Restaurant & Bar & The Cooking School Noosa

*Celebrating texture on a plate*

*“Excellence will be rewarded. I try to always provide a product that I would find acceptable if I was the client. Our goal is to continue increasing the flexibility and creativity in the kitchen and to reward our wonderful clientele with continued evolution.”*

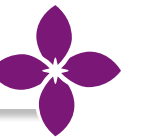
**Danielle Gjestland - Restaurateur**

In Japan many restaurants specialise in local cuisine using ingredients predominantly sourced from their immediate area. Wasabi aims to stay true to that concept, maintaining an entirely Japanese aesthetic and using as many locally grown ingredients as possible. The menu showcases seasonal produce and unique species of herbs, flower and vegetables grown at their Honeysuckle Hill Farm, other regional ingredients and seafood fresh daily from the local fishing fleet. The farm is irrigated with water from a natural spring and restaurant waste composted using the Japanese Bokashi method to retain all nutrients, organic material and microbes.

### Getting started - what led you to Noosa?

I grew up in Sunshine Beach being in the foundation year of Sunshine Beach High School. I moved to London to work and travel and when I returned there was no Japanese restaurant in the area. The farm started out of a necessity to supply the restaurant with ingredients we could not access as a small restaurant in regional Australia when the ingredients we needed were so specific to our cuisine. The Cooking School Noosa is the next evolution in the business and will also use ingredients from the farm and other local producers.





### Key elements in your supply chain and collaborative partnerships?

In partnership with Electrolux I've just opened The Cooking School Noosa. The farm supplies ingredients to both Wasabi and the school.

### Greatest challenge facing your business success?

Staffing. It is very hard to find staff that are suitable to operate at the level we require.

### Your biggest risk?

Tourism fluctuation - Australian dollar going back to parity with the USD and Australians heading overseas on vacation more often again.

### Biggest success?

Being awarded Australia's Young Restaurateur of the Year in 2009 and being asked to be a judge on the Young Waiter of the Year panel three years ago.

### Biggest failure?

Not keeping tight financial control for two quarters a few years ago. We were doing really well and I relaxed a little. It nearly cost me my business.

### Key point of difference from the competition? What gives you an edge?

We don't try to compete. I have my own vision of what I believe fine dining Japanese should be. There are absolutely no short cuts...we only have the best ingredients whether it's Mayura Station Full Blood Wagyu (on the menu for 12 years), our relationship with fisheries in Mooloolaba or spending a large amount to set up and create Honeysuckle Hill Farm. By starting with the best I feel we always will provide a superior product and there is always a segment of the population that will seek that also.



Sunshine yellow  
Osaka mustard  
flowers picked fresh for  
the plate.

'Tori' Walker Family Farm  
Nomadic Chicken has been  
smoked and paired with foraged  
flavours picked fresh from the  
farm: caviar like Tonburi that pop in  
your mouth; Osaka mustard  
flowers; baby carrot greens; Oxalis; climbing  
spinach leaves and mizuna.

That's the same if it's a restaurant, a car or that perfect coffee.

### Connecting with your market – key channels?

We don't advertise. Our reputation is earned in the press or word of mouth.

### What advice would you give yourself if you could start over?

Understanding the finances. If the numbers don't work...your business won't. Unfortunately, great ideas often end up shuttering when the numbers don't align. Things can turn bad very, very fast.

### What do you see in your five year future?

Cementing The Cooking School as a 'must do' activity in Noosa then I already have another restaurant idea but one venture at a time.

### Do you have an exit strategy for your business?

There is not a current plan to exit. While I've talked about it with both my husband Ptor and my business partner, Executive Chef Zeb Gilbert, there is still more I want to achieve. At the moment, it's rewarding yet exhausting at the same time.

**“Wasabi aims to stay true to that concept, maintaining an entirely Japanese aesthetic and using as many locally grown ingredients as possible.”**





Wendy and Peter sell directly to their consumers via the local Noosa Farmers Market.



Core business	Certified Organic fresh produce
Sector	Horticulture - Garlic
Key operating area/ location	Noosa Farmers Market
Year Established	2004



## Supernatural Organics

### *A labour of love*

*“Our farm is a lifestyle. We’re not large scale enough for mechanised farming equipment, so our planting and harvesting is done by hand. Everything we do here is out of respect for this fragile planet we live on.”*  
**Wendy Robertson & Peter Doff**

Peter and Wendy’s small acreage farm is located in the foothills of the Cootharaba Range, about 30 minutes north of Noosa. Here in this sub-tropical, tranquil corner of the planet they are realising their dream of providing good quality organic produce in a beneficial and sustainable way for the local community and to the benefit of the planet as a whole.

**Getting started - what led you to Noosa?**

We both moved to the Noosa area prior to setting up Super Natural Organics. Living in Noosa gives us a strong tourist trade and local trade.

**Key elements in your supply chain and collaborative partnerships?**

We grow garlic, turmeric, ginger and galangal to supply our market stall at Noosa Farmers Market. From paddock to plate.

**Greatest challenge facing your business success?**

Poor labelling controls and green washing, i.e. the overuse and misconceptions of the words, ‘chemical free’, ‘spray-free’, ‘naturally grown’, ‘sustainable’ and ‘local’, by competitors.

**Biggest risk?**

Weather. If the rain comes at the wrong time it can damage the crop and add so much time

to the drying process.

**Biggest success?**

Growing garlic. Our overall business model works.

**Biggest failure?**

Garlic! Meaning if the weather patterns hold for the garlic growing season we have a win if they don’t we have issues with the garlic. Garlic is our main source of income. The tourist trade is also very weather dependent.

**Key point of difference from the competition? What gives you an edge?**

We are a certified organic farm, and only deal with certified organic produce. We have created trust in our product.

**What marketing channels including digital/ social media platforms are critical to your business?**

Word of mouth, articles in local media, our website, and low key Facebook.

**What do you see in your five year future?**

Hopefully maintain our steady rise in turnover. Our business plans works and it is manageable for us.





Core business	Permaculture – fresh produce
Sector	Horticulture - greens
Key operating area/ location	Noosa region
Year Established	2011



## Shambhala Farm

### Nourishing a community

*“Shambhala Farm is a dream come true - working the mornings and surfing the afternoons; almost unheard of in the farming world!”* **Craig Hubbard**

Craig Hubbard and Jemma have a passion for growing wholesome food. Their 10-acre family farm is nestled in the Noosa Hinterland – their goal is to offer their children a wholesome lifestyle connected to the land and to inspire consumers and farmers to live a simpler, more sustainable life.

#### Getting started - what led you to Noosa?

Buying a farm in the Noosa region was dreamt up while living on a permaculture property in Conondale near Crystal Waters. With so much love for the land in the Noosa area, there was also a real need to be closer to the ocean while still growing food.

#### Key elements in your supply chain and collaborative partnerships?

Key elements in the Shambhala Farm journey include: our loyal customer base, our hard-working and passionate team, our farmers’ market partnership, our farming partners supplying our food hub with fresh vegetables and groceries, and our seed, seedling and manure suppliers.

#### Greatest challenge facing your business success?

Being a small-scale commercial farm has many challenges. Balancing the economic ups and downs are always impacting to small business, especially as a grower who has to deal with the elements that aren’t controllable. Other produce retailers and home delivery services run from factory units without the demands of farming. As we’re both growers and retailers, we juggle between these two worlds. And remaining current to our customer base in an industry with a growing number of healthy food options keeps us on our toes.

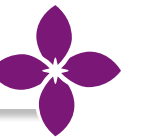
#### Biggest risk?

Selling up a family home to buy a previously non-profitable farm.

#### Biggest success?

Keeping the farm and retail business operational and profitable after five years.





### Biggest failure?

Losing everything twice from floods in the first two years.

### Key point of difference from the competition? What gives you an edge?

Being dedicated to producing and distributing real wholesome food that focuses on local and sustainable foundations. We're also dedicated to the pure life, being connected with earth and spirit through growing food and practicing yoga and healthy living practices. We stay connected and progressive in the world of sustainable agriculture, and are broadening our offerings in educational materials, courses and retreats in the wholesome practices of growing food (especially for kids) and healthy living through yoga and meditation.

### Connecting with your market – key channels?

Facebook, Instagram, website, blog, e-book, online health challenge programs.

### What advice would you give yourself if you could start over?

Take one step at a time and enjoy the process. Be prepared for hard times, but it's worth the effort.

Collaboration is key, do it ASAP but don't say yes to everything. Take more holidays! You're on the right track because the future is food.

### What do you see in your five year future?

Being the most respected and recognised supplier of fresh, wholesome farm food on the Sunshine Coast through farmers markets and home delivery. Sharing our farm with those who want to connect with local sustainable food production, providing tours for locals and for eco-travellers from



Erin picking fresh lettuce – it can be a competition with the wild ducks.

interstate and internationally, and having a community gardening space. Educating more folks in simple wholesome living through workshops, retreats, and courses; in addition to our online provision of resources like e-books and online health challenges. Contributing to the future of our regional food stability through talks, presentations and demonstrations, and hosting sustainable agriculture internships at our farm.

### Do you have an exit strategy for your business?

The vision is for the farm and Food Hub to continue into the future with or without me as the owner and co-founder. So it's more my own exit strategy: transitioning from the upfront management to a consulting/investor position who connects with our community and the public as a speaker and educator.

**“...Dedicated to producing and distributing real, wholesome food that focusses on local and sustainable foundations.”**



# A taste for **NOOSA**



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General Enquiries: 8.30 am - 5.00 pm Monday to Friday (excluding public holidays)  
By telephone: (07) 5329 6500 (including after hours emergencies)  
By email: [mail@noosa.qld.gov.au](mailto:mail@noosa.qld.gov.au)  
Fax: (07) 5329 6501  
Street Address: 9 Pelican Street, TEWANTIN  
Postal address: PO Box 141, TEWANTIN QLD 4565  
Website: [www.noosa.qld.gov.au](http://www.noosa.qld.gov.au)

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