

# VASSE VALLEY

## Bootcamp 2021-21

### Value-Added Hemp Products

Bronwyn Blake is an agricultural scientist and licensed hemp grower from North Jindong, WA. Located in the beautiful Margaret River wine region, Vasse Valley is the first Western Australian paddock-to-plate hemp foods business. They began growing hemp to make their farm more profitable and grow and roast the seed to bring out the full flavour to their range of award-winning hemp foods.

Vasse Valley joined the Bootcamp program to get the know-how to help them define their consumer demographics and assess the demand for hemp products overseas, then have the confidence to break into new export markets such as China and the USA. Bronwyn wanted to gain more skills as a business manager and exit the program with a clear strategy for growing the business.

During the Bootcamp, with the help of the F2F coaches and mentors, Bronwyn devised five main strategies to set the business up for growth:

1. To launch a new product that takes the focus off hemp and promotes healthy, natural flavour.
2. To increase Bronwyn's reputation as an industry expert.
3. Explore export markets where hemp is already popular as a health food.
4. Developing a new product range targeting lifestyle challenges of pain, sleep, energy and stress.
5. Educate customers on the benefits of hemp.

“Before F2F had no concept of product-market fit. We just thought if we made great products, people would buy them! So naive!”



Supported by:



## Vasse Valleys Bootcamp Journey

“Through an interview process learned through the F2F program, we realised that our key constraint was customer education. Our products are great but don't fit the market because the market doesn't know about the health benefits of eating hemp.”

Bronwyn put these strategies into a 3-month plan and broke them down into easily-attainable blocks to reach her goals.

Bronwyn's most significant learning through the Bootcamp program was product-market fit which gave her a better idea of what they were aiming for and how to get there. Bronwyn was encouraged to experiment while keeping to her strategy, which helped her define the product-market fit.

“Before F2F I had no concept of product-market fit. We just thought if we made great products, people would buy them! So naive!”



**VASSE VALLEY**  
ESTD 2017



“Through an interview process learned through the F2F program, we realised that our key constraint was customer education.”



“Before Bootcamp I had no concept of product-market fit, I just knew we had to grow but it was not clear how to do this in a reasonable time frame.”

## What's Next?

Vasse Valley is launching a new branded terpene range in September. They are opening a stall in November in the new Origins Markets, which will be showcasing WA's most celebrated farmers, producers, winemakers, artisans and creators, which will boost their direct to consumer retail.

Vasse Valley is expanding into overseas markets, securing two new clients in Hong Kong and South Korea, generating a combined first-year revenue of \$40K. In 12 months, Bronwyn plans to exit her paid job and commit 100% of her time to Vasse Valley and employ four casual employees.

Bronwyn will continue to build her reputation as a hemp expert to inspire more hemp farmers to join the industry. By educating consumers about hemp benefits for health, Bronwyn is making a positive impact on the hemp industry as a whole.

During Bootcamp, Vasse Valley has increased its trading revenue by 20% from \$3200 to \$4700 and added an extra 10 B2B clients.



## Key Bootcamp Results



Expansion into export markets



Increased trading revenue by 20%



Acquired an additional 10 B2B customers

## About Farmers2Founders

Farmers2Founders is a private national organisation that exists to help producers to fast-track the development, implementation and commercialisation of agtech and innovative value-adding solutions that deliver benefit at both the individual business level and broader industry.



Supported by:

