

# Farmers2Founders Case Studies

## HATCH PRE-ACCELERATOR PROGRAM

Over the last three years, Farmers2Founders has explored 250+ ideas, helped 500+ producers in regional areas, supported 85+ early stage businesses and accelerated the growth of over 60 scale-ups.

### Auscrimper, Charlie Lange

Mixed enterprise farmer, QLD

Charlie Lange is a regenerative, mixed enterprise farmer from the Darling Downs farming region in Queensland.

Charlie applied to the program with an idea to extend their Auscrimper family business of manufacturing cover crop crimpers to incorporate crimping, rolling and planting into one process and reduce the use of chemicals.

This business idea is an example of helping farmers to aerate their soil and be more drought resilient allowing rainfall to penetrate soils and build soil health.



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### Outback Lamb, Fiona Aveyard

Lamb producer, NSW

Fiona is an award winning 5th generation farmer from Tullamore, NSW. Fiona identified the importance of moving beyond a pure commodity offering and joined the F2F program to explore the idea around value adding her lamb into sausage rolls.

Fiona was able to achieve a 60% increase in the value of her lamb carcass. By diversifying Fiona's lamb operation it has made her more resilient with financial diversity of income.

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## Optiweigh, Bill Mitchell

Cattleman, NSW

Optiweigh is a patented in-paddock automated weighing system that allows farmers to understand their animals' weight trends easily.

It saves farmers time and money by providing weight data and analysis that helps improve stock management and identify the best time to sell stock. This successful hardware business allows cattle producers to be more drought resilient by allowing them to make more informed decisions to manage their herd.

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## Pinnaroo Farms, Pip & Skeet Lawson

Broadacre farmers, SA

Pip and Skeet Lawson are broadacre farmers located in Pinnaroo, SA who grow wheat, barley and red lentils. Pip joined the program to solve a problem on her farm with an idea for high protein, gluten free flour using her chipped lentils. Whilst these lentils had the same nutritional profile as unchipped lentils they were being downgraded to cattle feed.

Through this business idea Pip has made her farming operation more resilient by adding value to a waste stream and commodity crop. After only 18 months, Pip now runs a successful off-farm food business with sprouted red lentil flour and has gained traction in retailers and online sales. This has provided an additional revenue stream for her farming operation.



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## TESTIMONIALS



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The F2F program has been an incredible experience, I have learnt so much in such a short time and have created a bond with fellow participants that we will share going into the future.

**SAM FRYER**  
Cattleman, QLD



“

It's the best thing I could have done to progress with my business idea. I'm so grateful for all the skills I've been shown and you should give it a go with your idea.

**SOPHIE BRADLEY**  
Broadacre Farmer, QLD