



Mango Agribusiness Research Program

Session 2: Innovative case studies
Private sector R&D research

LuvaBerry
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Information
Markets
Biosecurity
Quality

Implementing Agency



Funding Agency





Company/brand overview

- ▶ Small family farm located 1 hour from Brisbane in Wamuran, we employ 24 seasonal workers each year.
- ▶ 3 years ago we recognised the need for solutions for increasing food waste, caused by weather events & industry oversupply
- ▶ 25 years' experience in health industry saw 'emerging superfood' trend.
- ▶ My passion for health led me to develop LuvaBerry freeze-dried products.

Innovation examples

The journey

- ▶ Market research – very little Australian produce used in snacks and powders (what is in the market place).
- ▶ Processors – what options are available: juice, puree, frozen, pulp, dehydrating and freeze drying (who and what is available for processing)
- ▶ Location and perishability need to be considered
- ▶ Food manufacturing industry – flavour, colouring, ice-creams, baking companies (how did they use strawberries?)
- ▶ Innovation began with hours on the phone and talking to processors.

Innovation examples (cont.)

- ▶ Innovation for Luvaberry
- ▶ Fresh
- ▶ Snacks
- ▶ Powder
- ▶ Strawberry chocolate
- ▶ Increased range to include blueberries and raspberries.



Learnings

- ▶ Logistics – every time you transport you're adding costs
- ▶ Packaging – getting information and minimum quantities plus product specific to light and temperature
- ▶ Marketing – to be export- and price-competitive includes formulating wholesale prices
- ▶ Online skills – social media and website management
- ▶ Building relationships with people you can trust
- ▶ People care about farmers and new emerging era of 'farmer identity'
- ▶ Collaboration is the key to success.

Future developments

- ▶ Increasing range to include raspberries
- ▶ Packaging – canister-style container, printed snack bags with nutritional panel
- ▶ Continue to work with export enquiries for individual sachets to create a ‘take anywhere anytime’ berry box of mixed flavours
- ▶ Health claims – Spanish researcher and his ability to extract polyphenols (active antioxidant), are they in the powder?
- ▶ Build online sales with Facebook advertising
- ▶ Govt funding for a processing container on the farm.