



Mango Agribusiness Research Program

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

Yanalla Farms
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Information
Markets
Biosecurity
Quality

Implementing Agency



Funding Agency



Company / brand overview

▶ Yanalla Farms @ Glass House Mountains



Innovation examples

- ▶ PinksBlush (*Annona x atemoya*) custard apple
 - ▶ Naturally developed
 - ▶ Differentiated product
 - ▶ Distinctive fruit colour
 - ▶ Matures 'out of season'
 - ▶ IP secured under Plant Breeder Rights



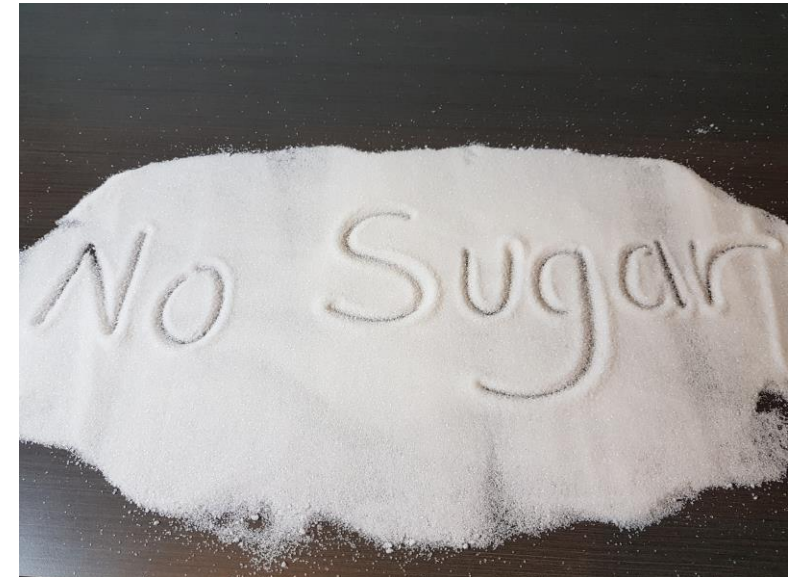
Innovation examples (cont.)

- ▶ Custard Dust™
 - ▶ Powdered form of freeze-dried pulp
 - ▶ Yield ratio of 4:1
 - ▶ Alternative natural sweetener
 - ▶ Teas and coffees
 - ▶ Added to fruit smoothies
 - ▶ Home baking
 - ▶ Sprinkled on breakfast cereals
 - ▶ IP secured under Trade Mark



Learnings

- ▶ Scan for signals – disruption to status quo
 - ▶ Not just about growing fruit
 - ▶ Reduce food waste
 - ▶ Higher consumer demand for sugar free
- ▶ Continuous improvement
 - ▶ Participate in leadership programs
 - ▶ Glean current trends
- ▶ Embrace design led innovation
 - ▶ Act on consumer insights



Future developments

▶ Key objectives

- ▶ Advance strategic business direction. Create competitive advantage.
- ▶ Differentiate product from competitors.
- ▶ Innovatively position the product in the domestic market. Confidently enter export markets, whilst sustaining future growth.

▶ The Coco-Cola Company – Sweet Story Challenge

- ▶ Imagine ... A Sprinkling of Custard Dust
- ▶ Globally recognised as an excellent example of innovation
- ▶ Only one of six worldwide winners

