



**Media Release: April 21<sup>st</sup>, 2020**

## **Seedlab Tasmania Accelerates**

Seedlab Tasmania announces the identities of the 17 start-up businesses that will be taking part in the first round of the Seedlab Incubator's Accelerator Program: Cultivate.

These include a diverse mix of businesses: eight (8) from the South, five (5) from the North/North-East and four (4) from the North-West of Tasmania.

Products include wholefood snack products, plant-based dairy alternatives, beef/pork/lamb/chicken/egg, cheese, vegetable and mushroom producers, honey and bushfood spices, condiments and fermented beverages and distilled spirits. There are two businesses with unique intellectual property propositions, including one with a business-to-business ingredient with potential international appeal. There are five (5) agri-tourism enterprises; some have products as well.

Seedlab Tasmania is a unique incubator created specifically for Tasmanian start-up and early stage food, drink, agri-food and agri-tourism businesses with global potential, who need advice, assistance and introductions. Commencing in January 2020, Seedlab Tasmania will operate throughout 2020 and 2021. Dr Hazel MacTavish-West, Founder and Project lead for Seedlab Tasmania said:

“Despite the current circumstances limiting business opportunities, many of the Seedlab startups have already re-invented how they do business and several report sales akin to those seen at peak times like Christmas. Some have developed online and other opportunities for combining sales, for example the New Norfolk Providore, and a wider range of businesses are also benefitting.

The changing way businesses are communicating: using Zoom and other online software, has enabled Seedlab to stay active, and many of the 17 Cultivator Businesses had their first experience of Zoom in our hookup last week. They reported back how thrilled they were that Seedlab was evolving and progressing, and that they benefitted from the contact with other businesses and the program. We see big opportunities ahead.”

Full details of the 17 businesses with supporting quotes below.

Also our website has been updated and more information may be seen at

[www.seedlabtasmania.com.au](http://www.seedlabtasmania.com.au)

Hazel MacTavish-West email: [hazel@mactavishwest.com.au](mailto:hazel@mactavishwest.com.au); phone: 0459 764 859

| <b>Business Name</b>   | <b>What we do:</b>  | <b>Quote about Seedlab</b>  |
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| <p><b>Anroc Apiaries</b></p> <p>Stacey &amp; Michael Rocca<br/>           Mob: 0429 996 789<br/> <a href="mailto:Anrocfarms@gmail.com">Anrocfarms@gmail.com</a><br/> <a href="mailto:Staceyrocca2@gmail.com">Staceyrocca2@gmail.com</a></p> <p><b>North-West</b></p> | <p>At Anroc Apiaries, Stacey &amp; Michael Rocca focus on their bees' health to produce amazing raw honey. Their hives sit amidst pristine Tasmanian Wilderness locations and the honey is harvested straight into pots ready for the customer.</p>                           | <p>"Participating in Cultivate will lift our game. It will give us the support and guidance we need to step up. The focus is on developing our products further to showcase our uniqueness." Stacey Rocca.</p>  |
| <p><b>Applied Conservation Science Pty. Ltd.</b></p> <p><b>Trading as Shipwreck Yeast</b></p> <p>David Thurrowgood, Connie Angelucci<br/>           Mob: 0422 926 397</p> <p><b>North</b></p>  | <p>Using science to study heritage objects, David Thurrowgood and Connie Angelucci will recover materials and information from our ancestors, and use this to create new commercial products from human ideas that may have lain dormant for centuries.</p>                   | <p>"Bootcamp has already shown us the potential to be based in Tasmania and reach a broader market by telling a Tasmanian story. Through Seedlab we hope to establish a new Tasmanian success story that shows everything is possible in Tasmania." David Thurrowgood.</p>  |
| <p><b>Artisa</b></p> <p>Julie and Roger Martyn<br/>           Mob: 0403 776 985<br/> <a href="mailto:info@artisa.com.au">info@artisa.com.au</a></p> <p><b>North</b></p>  | <p>Julie and Roger Martyn of Artisa Pty Ltd, produce a range of hand-crafted, artisanal dairy-free cheeses that feature a variety of Tasmanian sourced ingredients.</p>   | <p>"Our engagement with Seedlab has inspired and energised us. We are enthusiastic about our forthcoming active participation in the Cultivate program. We see this as a definitive path that will enable our community of Tasmanian businesses to emerge stronger and better equipped to grow in years to come." Julie Martyn.</p> |
| <p><b>Breadarchitect</b></p> <p>Chris Stafferton<br/>           Mob: 0437 966 987<br/> <a href="mailto:Chris@breadarchitect.com">Chris@breadarchitect.com</a></p> <p><b>North-West</b></p>   | <p>Breadarchitect Chris Stafferton has two products/ideas. The first: knowledge-based products for gluten-free baking is already in the international market, but requires support to improve growth. The second is a new concept: DIY gluten-free sourdough bread mixes.</p> | <p>"Seedlab has helped me think more critically about what I can achieve with Breadarchitect. I am looking forward to Cultivate helping set the business on a sound footing." Chris Stafferton.</p>   |

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| <p><b>Campo de Flori</b><br/>         Lisa Britzman<br/>         Ph:6266 6370<br/>         Mobile: 0409 643 256<br/> <a href="mailto:lisa@campodeflori.com.au">lisa@campodeflori.com.au</a><br/> <a href="mailto:lisajbritzman@gmail.com">lisajbritzman@gmail.com</a></p> <p><b>South</b></p> | <p>Lisa Britzman's Campo de Flori is a small farm in the Huon Valley, growing Saffron, Lavender (culinary and aromatic) and Olives. Lisa also has a ceramics studio on the property. Campo de Flori hosts a variety of farm tours and workshops at the farm. Campo de Flori means "field of flowers" in Italian.</p> | <p>"Our reason for joining Seedlab Tasmanian (Cultivate) was to grow the agri-tourism side of our business and enhance our visitor experiences. We also have ideas to value add with our saffron and lavender produce that we seek help with progressing into viable products." Lisa Britzman.</p>  |
| <p><b>Glen Torrie Pastures</b><br/>         Pippa Mills; Perina Kentish<br/>         Mob: 0407 294 167<br/> <a href="mailto:k.pippa@gmail.com">k.pippa@gmail.com</a></p> <p><b>North-West</b></p>   | <p>Glen Torrie Pastures are a team of 4 family members, working 3 family farms in the North West of Tas. Pippa Mills and Perina Kentish and their families of produce and deliver Prime Grass fed beef to your door in 5 of 10kg boxes (just the right size for your standard freezer).</p>                          | <p>"We are hoping to build our business knowledge, so we know where to push, hold and change the business to deliver the best for our customers and for us. Bootcamp gave us confidence and understanding about who are target customers are, and how to connect with them through conversations on social media, and how to better focus on our core business helping us shape the business to better utilise our product." Pippa Mills.</p>             |
| <p><b>Guide Falls Farm</b><br/>         Rachel Jacka<br/>         Mob: 0437 296 469<br/> <a href="mailto:info@guidefallsfarm.com">info@guidefallsfarm.com</a>;</p> <p><b>North-West</b></p>   | <p>Rachel Jacka owns Guide Falls Farm - we are a farm and tourism business on the gorgeous North West Coast of Tasmania.</p>   | <p>"I am participating in Cultivate to work closely with experts to build a unique agri-tourism paddock to plate experience for visitors to Tasmania. I hope to work with the Seedlab team to have a clear plan for our agri-tourism experience and avenues to engage with a wider intrastate, interstate and international audience to build our business as one of the top tourism destinations on the North-West Coast of Tasmania." Rachel Jacka.</p> |
| <p><b>Hobart Beverage Co.</b><br/>         Edward Weichelt<br/>         Mob: 0478 908 920<br/> <a href="mailto:e.k.weichelt@gmail.com">e.k.weichelt@gmail.com</a></p> <p><b>South</b></p>   | <p>Edward Weichelt founded Hobart Beverage Co in 2016 and has brewed every single batch of soft drink and kombucha since. Beginning with one tonic water and one kombucha, they have grown to an impressive range of healthy, Tasmania-centric drinks.</p>   | <p>"I see Seedlab as a great partnership between industry and educators, delivering relevant content attached to real industry experience. To me, it is an opportunity to access networks and resources often exclusionary to smaller businesses or individuals less privileged." Edward Weichelt.</p>  |

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| <p><b>Little Isle Mushrooms</b><br/>Ilan Kam, Aimee Datlen<br/>Mob: 0435 387 126<br/><a href="mailto:info@littleislemushrooms.com.au">info@littleislemushrooms.com.au</a></p> <p><b>South</b></p> | <p>Ilan Kam and Aimee Datlen of Little Isle Mushrooms grow specialty mushrooms for restaurants, retailers and the public. They grow 4 types of mushrooms which includes; Shiitake, Lion’s Mane, King Oyster and Oyster mushrooms. They are currently working on creating mushroom-based food products using mushrooms grown on their farm.</p>  | <p>“Being accepted into SeedLab’s Cultivate program is exciting. We believe it will provide us with the tools, knowledge and networks required to bring our product to market and become export ready. SeedLab’s Bootcamp has helped us progress towards developing a minimum viable product, understand our customers, and clarify our ideas.” Aimee Datlen.</p>               |
| <p><b>New Norfolk Distillery</b><br/>Tarrant Derksen<br/>Mob: 0418 673 690;<br/><a href="mailto:tarrant@newnorfolkdistillery.com">tarrant@newnorfolkdistillery.com</a></p> <p><b>South</b></p>    | <p>Tarrant Derksen owns New Norfolk Distillery in the Derwent Valley, Tasmania. Hosted within a former asylum complex, NND make modern rum products for rebellious spirits to share.</p>  | <p>“Being part of Seedlab’s Bootcamp allowed us to develop streamlined business priorities and adapt quickly to changing markets and circumstances. We hope to further develop our business skills so we are more competitive in today’s fast-paced market, and pioneer new products to continue bringing more rum-loving spirits on the journey with us.” Tarrant Derksen.</p> |
| <p><b>Noya Spirits Pty. Ltd. (NTDC Seedlab Start-upScholar)</b><br/>Ilan Sypkes<br/>Mob: 0408 353 339<br/><a href="mailto:ian@sypkes.com.au">ian@sypkes.com.au</a></p> <p><b>North</b></p>        | <p>Ilan Sypkes' Noya Spirits is developing a Traditional niche spirit product. He is looking to gain a clear path for exporting his spirit product back to its country of traditional origin. Export will need to be integrated into the business much earlier than originally planned: the work has transferred from bringing 'them' to our product to bringing our product to 'them'.</p> | <p>“Bootcamp helped me look at myself and my business objectively, or like I was offering myself advice which has created some positive planning, branding and product changes.” Ian Sypkes.</p>  |
| <p><b>Nuffsed Foods</b><br/>Rachel Tulloch<br/>Mob: 0459 465 854<br/><a href="mailto:nuffsedfoods@gmail.com">nuffsedfoods@gmail.com</a></p> <p><b>South</b></p>                                   | <p>Rachel Tulloch founded Nuffsed Foods to make products that are completely plant based, use only natural sugars, and they are gluten free and vegan. Rachel's hero products are her Watermelon Seed Bars. Nuffsed also have Nuffsters Clusters: Puffed Rice and Watermelon Seed Granola and Plant Based Chocolates.</p>   | <p>“After completing the Germinate Seedlab bootcamp, I found myself looking at the business in ways I had never done before and took quick action to improve my business immediately. This included changing my ‘pitch’ to customers at a market the following weekend and for the first time, I sold out of product.” Rachel Tulloch.</p>                                      |

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| <p><b>Red Cow Organics Pty. Ltd.</b><br/> Matt Jackman<br/> Mob: 0477 286 500<br/> Andy Jackman<br/> Mob: 0439 366 349<br/> <a href="mailto:info@redcoworganics.com.au">info@redcoworganics.com.au</a></p> <p><b>North-West</b></p>                | <p>Andy and Matt Jackman of Red Cow Organics produce Certified Organic Artisan Cheese &amp; Dairy Products and are focusing on new export opportunities.</p>  | <p>“Our business will benefit from the depth of knowledge, the information presented and the improved understanding of where our business will fit in the future in such competitive markets. The benefits of Bootcamp have been more clarity of who our target market is, also a rethink of what products we should continue to manufacture.” Andy Jackman.</p>              |
| <p><b>Soyoyoy Foods</b><br/> James Phelps, Loz Abberton<br/> Mob: 0429 015 459<br/> <a href="mailto:james@soyoyoy.com.au">james@soyoyoy.com.au</a><br/> <a href="mailto:loz@soyoyoy.com.au">loz@soyoyoy.com.au</a></p> <p><b>South</b></p>         | <p>James Phelps and Loz Abberton of Soyoyoy grind, simmer, steam and blend Australia’s best golden soybeans for their tofu; certified organic and high-protein grown by farms we know and trust. Values important to Soyoyoy’s growth as Tasmania’s only commercial tofu maker.</p>   | <p>“Being part of Seedlab’s boot camp recalibrated our way of thinking. Being invited to Seedlab was the slingshot for our moon landing . . . warranting venture way beyond our farmer’s market beginnings. Turning soybeans into delicious, protein-rich, plant-based foods is our business.” Loz Abberton.</p>  |
| <p><b>Tasmanian Kitchen Pantry</b><br/> Anita and Russell Crook<br/> Mob: Russell 0417 337 274<br/> Mob: Anita 0418 574 185<br/> <a href="mailto:Spicetasmania@gmail.com">Spicetasmania@gmail.com</a></p> <p><b>South</b></p>                      | <p>Russell and Anita Crook run Tasmanian Kitchen Pantry, in the Coal River Valley, Tasmania. They produce sweet and savoury preserves, chilli sauces, salt and pepper blends. Their plan is to expand the business is to open a farm gate shop, a demonstration kitchen (Russell is a chef), pick your own vegetables, farm tours and a small cafe.</p> | <p>“Seedlab came at a good time for us as we want to expand but we also needed to brush up on our dated marketing skills and really get our heads around the digital age. We hope to gain more knowledge of our customers, exporting, marketing, catching up with the digital age and racking the brains trust of colleagues and knowledgeable specialists.” Anita Crook.</p> |
| <p><b>Tin Mountain Gin</b><br/> Kate Brown<br/> Mob: 0490 396 492<br/> <a href="mailto:info@tinmountain.com.au">info@tinmountain.com.au</a>;<br/> <a href="mailto:Paradisep7020@outlook.com">Paradisep7020@outlook.com</a></p> <p><b>North</b></p> | <p>Kate Brown is developing Tin Mountain Gin, based in Derby Tasmania. Derby is a thriving mountain biking drawcard for Tasmania. Kate's gin is for visitors to Derby, for those who want to take a little bit of Derby home with them, and for those dreaming about being in Derby.</p>  | <p>“Cultivate is an exciting opportunity for Tin Mountain Gin to have access to supportive experts who can assist in developing all aspects of the business. Bootcamp has already benefitted the business by providing focus, a map to guide the way and exposure to ideas, experience and advice.” Kate Brown.</p>   |

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| <p><b>Wild Pepper Isle</b><br/>Chris Chapman, Corinne Ooms<br/>Mob: 0457 531 559<br/>info@wildpepperisle.com.au</p> <p><b>South</b></p> | <p>Chris Chapman and Corinne Ooms of Wild Pepper Isle make a range of innovative award-winning products highlighting the unique flavours of Tasmanian native bush food. Corinne has a background in food science and Chris in agriculture.</p> | <p>“Cultivate will help us business rookies fine tune our skills and navigate the pit falls of starting a small business. The support network gained along the way with the Seedlab team and other start-ups is a valuable resource. From this we hope to see our first export of Tasmanian Pepperberry and Kunzea Ambigua into the international market.” Corinne Ooms.</p> |
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**Notes for the Editor:**

The Seedlab Tasmania incubator will provide expertise, resources and training to de-risk export and drive profitable growth. Seedlab Tasmania will connect over 200 start-up Tasmanian food, drink and agri-food businesses with recognised experts who will provide innovative and effective training and support, and vibrant events and connections. Seedlab Tasmania received over \$860K in cash and in-kind support from the Australian Government Department of Industry, Innovation and Science through Incubator Support initiative funding as part of the Entrepreneurs’ Programme, in addition to sponsorship from Woolworths, the University of Tasmania, and other private individuals and companies. More details about Seedlab Tasmania can be found via our website and social media channels.

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