



# New Grower Stories

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Arawata Heirlooms

# Our Story



- Our farm is located in Arawata SW Gippsland
- 275 acres
- Predominately Beef Cattle fattening
- Grass Fed Accredited Black Angus
- Re-generateive / Biological Farming
- Strong Focus on soil health



## Disclaimers

- Our FARM is different to your farm
- Our Business strategy is different to your strategy
- Our resources are different to your resources
  - Garlic is resource hungry
  - Ability to scale
  - Capital , Mechanisation , Value adding

# Why Garlic?



- It grows in my area ( It grows most places)
- Multi- layered income stream
- High value low acreage
- The Opportunity
  - 75-80% of Australia's Garlic is imported
  - 80% of that is from China
- Consumer have a desire to support local produce
- Some retailers
- There is a strong consumer demand for Australian Garlic
- Australia PRODUCES A SUPERIOR PRODUCT



# My Journey

## Step 2

### Get Started

- Select the cultivars suited to our Climatic Zone – Hard Neck
- Sourced heirloom seedstock from Diggers
- 6 Varietals – 5 worked
- 4-6 Bulbs of Each
- Approx 100 Plants



# Year 2 Expand Seed Stock

- Area Approx 20m x 20m
- Single Plant per Row
- Approx 800 Plants
- Additional seedstock from Diggers
- 5 Varietals
- Prepped with Dynamic Lifter, Liquid Lime.
- Sugar Cane Mulch 10-15cm
- Key Issues Year 2
  - Still Wet in May
  - Planted Late due to moisture
  - Hard to remove grass clods





## Key Learnings

Weeding very time intensive  
Get bed preparation right



## Year 3 - 2021

40m x 25m 8 x 40m Rows

Plants 4 across mostly

Didn't have enough seed to fully fill.

Approx 5000 Plants

5 Varietals

Bought in 15kg of Seed Stock

Hand Planting

Capital Investment – Rotary Hoe & Harrow

Weed Matting -Weeding 1 Hour/ week



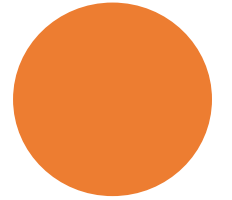
# Result

- Mixed Result – Low Yeild
- Witches Broom 50% of crop.
- 1 varietal lost completely
- About 50kg Seed Stock
- 50kg Smalls



# Year 4 - 2022

- 10 x 40m Rows 8000 Plants
- 8 Varietals
- Soil Test – low in Phosphorus
- Field Prep
  - Cut for Hay
  - Cattle Heavy Graze
  - Organic Inputs
    - Dynamic Lifter, Liquid Lime, Phosphorus



# Output 2022

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- Witches Broom 30% of crop
- Lost 3 whole varieties
- Should have had 350-400kg of Finished product estimating 250-300kg
- Seed requirement for 2023 crop 250kg
- Approx 50-80kg Smalls



# 2023 Plans

## Commercial Phase

### 2T - 40,000 Plants

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- Garlic Can't be grown in same field in consecutive years.
- Convert Pasture -3 Paddocks
- Intensive Bed Preparation
- 40T Compost
- Organic Inputs
  - Pelletised Fertiliser, Lime, Phosphorous, Magnesium



# Fertilising



# Garlic Harvesting 2022



# Curing



Year 1 2019

- Hung on Cool Room racks

Year 2 2020

- Hung on Cool Room racks

Year 3 2021

- Purchased Bread Baskets

Year 4 2022

- Bread Baskets

Year 5 2023

- Bread Baskets and Hanging Frames
- 4x more racking required

# Peripheral Products

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## Scapes



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## Cloves



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## Split Bulbs



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## Smalls





# Value adding

- Black Garlic
- Dehydrated garlic
  - Flakes
  - Powder
  - Garlic Salts
- Peeled Garlic
- Infused Oils
- Packaging Innovations
- Contract Packing
- Commercial / Home Kitchen STCA
- Packing / Processing Shed STCA



# Summary



**Have a clear vision of where you want to be.**



**Develop a business strategy / plan.**

P&L  
Resource planning near and long term  
Capital requirements  
Infrastructure Planning -  
How are you going to scale?  
Sales & Marketing Strategy  
4 P's – Product Place Price Promotion



**Keep Developing your skill set**

What varieties work best  
Keep seeking knowledge  
Know your numbers  
Preparation Prevents Poor Performance



Questions