



Provenance storytelling for success

Case Study 5: Paris Creek Farms



AgriFutures™
National Rural
Issues

Created by Honey & Fox Pty Ltd for AgriFutures Australia

Storytelling for agribusiness

This case study is one of a series produced for an AgriFutures project to investigate product provenance storytelling used by agriculture producers and businesses.

In addition to the case studies, a Consumer Trends and Storytelling Technologies report is available analysing existing and emerging options and technologies to support the development and communication of provenance and storytelling.

A storytelling guidebook and useful producer templates to assist with platform selection are also available to help Australian agribusinesses tell their own stories.



Learn more agrifutures.com.au/provenance-storytelling

“Bio-dynamic is a holistic, ecological and ethical approach to farming. Basically, we believe if you look after the land, the land will look after you.”

- Laura McBain, Managing Director, Long Table Group Limited



Company overview

Paris Creek Farms is one of a small, but growing community of bio-dynamic Australian farmers and artisans.

The company create a large range of dairy products that are all created from certified bio-dynamic organic milk from coddled and pampered cows.

Location

South Australia

Paris Creek Farms are located in Meadows, South Australia.

Long Table Group Limited who now own Paris Creek Farms are based in Melbourne.

Products

Bio-dynamic dairy

Milk
Yoghurt
Quark
Cheese
Butter (emerging)

Other details

Annual Turn-over

Between \$5 and \$20 million

Employees

11-100



“We combine organic principles with unique preparations, soil enhancements and plant health to allow the farm itself to generate nutritious and healthy crops”

- Laura McBain, Managing Director, Long Table Group Limited

The story

Bio-dynamic - Food for Purists Paris Creek do things differently.

Paris Creek are obsessed with the delicious delights of dairy and sustainable bio-dynamic organic farming.

The founders of Paris Creek Farm, Helmut and Ulli Spranz moved to Australia in the 80s – they wanted to get away from Europe, and raise their children in a cleaner healthier environment.

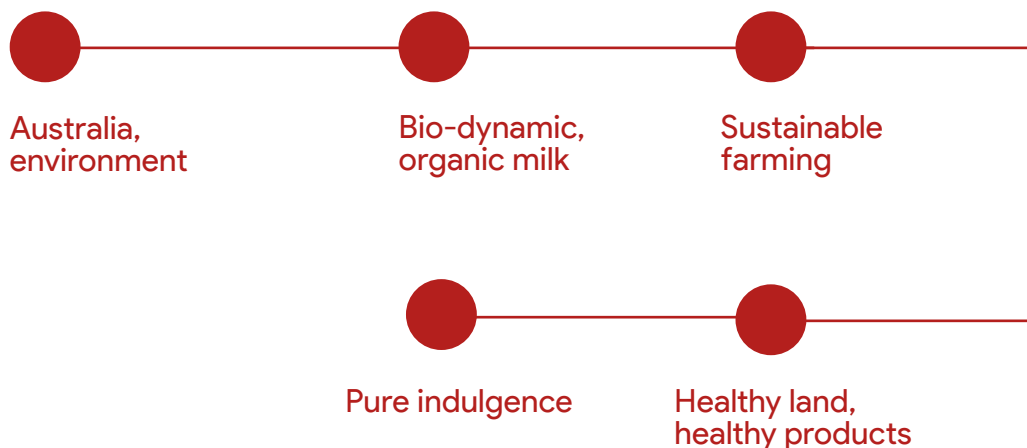
They moved their family to Australia and bought a farm - a big lifestyle change, and pursued their dream to produce bio-dynamic organic milk.

Bio-dynamic farms are, by their very nature, the epitome of sustainability, which is at the heart and soul of everything Paris Creek do.

In 2014 Paris Creek Farms had a complete overhaul of their facilities, taking them to the next level and dramatically improving their sustainability. They now harness solar power, solar hot water and other bio-dynamic methods. Paris Creek are now one of the most energy-friendly dairy producers in Australia, working to maintain and improve this every day.

This fanatical respect for the land means healthier and happier cows and better milk. Everything Paris Creek creates begins with fresh, bio-dynamic milk and ends with pure indulgence.

The story elements

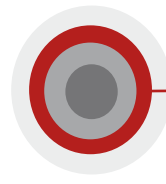


Summary



Industry sector

Dairy



Business size

Medium Business
(11-100 employees)



Customers

Australia

Coles, Woolworths
and independent
supermarkets

Middle-upper affluent
consumer with high
awareness of health and
nutrition



Key markets

South Australia
National (rest of
Australia)
Hong Kong

Platforms used to tell their story



Social Media



Website



Video



E-News

Challenges

Capturing audience
attention effectively

Potency of
story diluted

Point of difference
in market

Business goals

Paris Creek Farms aim to encourage people to think more deeply about where their food comes from, their connection to it and the world they live in.

The story of the Paris Creek Farm operation, its environment, the bio-dynamic farming process and the milk is what differentiates Paris Creek from its competitors. Telling this story is what consumers connect with and enables them to build a premium brand. Storytelling is essential to the success of a business like this. Paris Creek are focused on achieving higher prices, supporting their market strategy and positioning, and exploring new markets to expand into.

All these goals require an education process – which is a journey – different target markets have varying levels of awareness about bio-dynamic processes, there is really only a very small group of people that really understand what bio-dynamic is.

There is still a long way to go with the education process – where consumers identify with bio-dynamic, know and value the story.

Investment in storytelling assets

- Technology investment
\$200,000 per annum
- People
\$300,000 per annum
- Consultants/outside experts
Approximately \$100,000 per annum
- Content development (photography, video etc)
Approximately \$150,000 per annum



Build relationships and trust with our customers



Increase in sales



Educate consumers to value products, how it is produced and where it comes from.



Differentiate product from the competition



Support market strategy/positioning



Support expansion to new markets



Get higher prices



Grow market share

Information Centre

LATEST NEWS AND RESOURCES

Platform deep dive E-News



Paris Creek Farm uses their E-News information centre to educate customers on the latest news, recipes and media on bio-dynamic farming processes and products.

Generally the target market for Paris Creek Farms are educated, middle to upper affluent, with a high awareness of health and nutrition. Producing their own content and information resources to educate the consumer is an important part of their storytelling mix. The bio-dynamic organic story is really important, it reinforces elements of the consumers, own personal identity. These news resources are published on the Paris Creek website and shared on their social media. The website was relaunched about a year ago and is used as an information driver for educational and promotional content.

“Everything you wanted to know about bio-dynamics but were afraid to ask.”


– Paris Creek Farms, E-News Website

E-news Snapshot



An electronic newsletter, better known as an enewsletter, is a robust marketing tool, for almost all types of organisations. Information is delivered directly to subscribers' inbox. Things can get lost in the hectic world of social media, so direct communication is an important marketing tool.





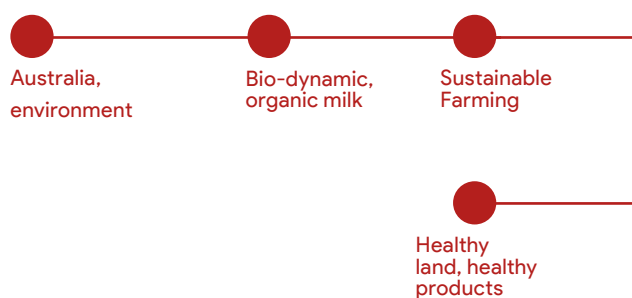
“Once you’ve tasted bio-dynamic dairy, and seen how a bio-dynamic farm respects the plants, the plant and the produce, there is no going back. For us, it was literally life-changing.”

- Laura McBain, Managing Director, Long Table Group Limited

Target audience reached

Australians and internationals, with a high awareness of health and nutrition.

Story elements



Learn more

<https://www.pariscreekfarms.com.au/information-centre/>

Impact

A good educational tool for the website which has made a big difference to the brand story and accessibility of the brand to consumers and customers.

Challenges

People's attention spans – it is hard to capture your audience's attention – that would be true for a lot of agricultural businesses.



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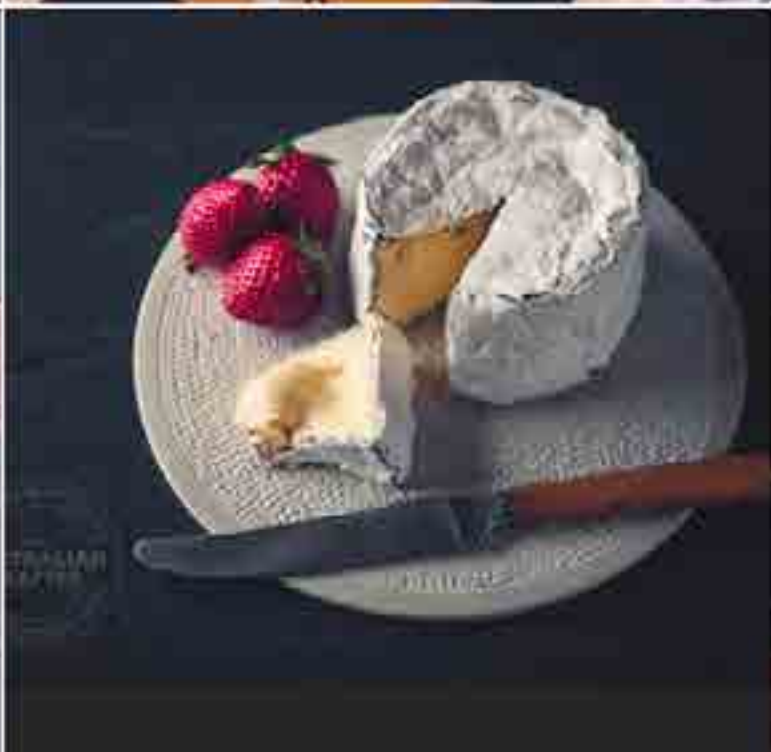
If we pollute the air, water and soil
that keep us alive and well, and
destroy the biodiversity that allows
natural systems to function, no
amount of money will save us.

- David Suzuki



linear thinking,
about cerebral
ing is connected
n to sky

Cullen Wines



Platform deep dive

Social media - Australia



Paris Creek use their Facebook platform to build brand awareness, tell the Paris Creek story, and to showcase events like product launches.



Facebook
10,154 followers
July 2019

People want to feel safe with their food supply and this is particularly important for the dairy industry. There is also negative press around dairy farming not being sustainable. They use their social media platforms to have an open dialogue about how bio-dynamic organic farming is a positive response to this, and really stops that in its tracks.

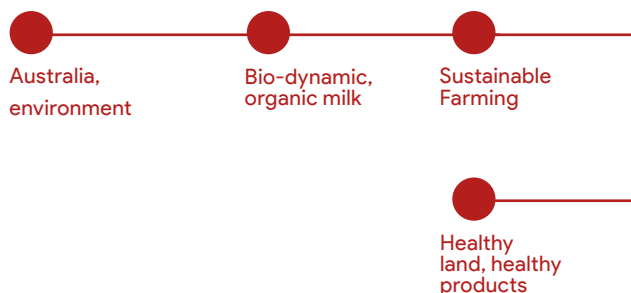
Facebook is a useful tool for Paris Creek to connect with the South Australian community, and link in with the South Australian story. There is a story for all of the community about bio-dynamic offerings, and how important that is that we create healthy, sustainable communities into the future. Facebook is a fantastic platform to deliver messaging around how farms like Paris Creek can contribute to the future of the environment and our communities.



Target audience reached

35-55 year old in SA, would predominately be Paris Creek's Facebook audience.

Story elements



Impact

Paris Creek's social media has a real impact on brand awareness and consumer and community engagement.

Challenges

Facebook is not accessible in markets they are looking into in the future (China), so new platforms will need to be set up for future developments in this market.

Summary

Impact against business goals

Paris Creek Farm have assessed the impact of telling their provenance story against their business goals. In particular they have found the impact of telling their provenance story has set them apart from their competitors by differentiating

their product and process and telling the bio-organic story.

People will pay more for authentic, sustainable products but they need to be connected back to the brand and story.

Goal	Description	Impact (star rating 1-5)
	Educate consumers to value products, understand how it is produced and where it comes from.	★ ★ ★ ★ ☆
	Increase sales	★ ★ ★ ★ ☆
	Get higher prices	★ ★ ★ ★ ☆
	Support market strategy/positioning	★ ★ ★ ★ ☆
	To differentiate the product from competitors	★ ★ ★ ★ ★
	Support expansion to new markets	★ ★ ☆ ☆ ☆
	Grow market share	★ ★ ★ ☆ ☆



Low to no impact



OK impact



Medium impact



Valuable impact








High impact

Summary

Platform effectiveness

Paris Creek Farms have had success with reaching their audience using their website as an information hub, and Facebook to tell the story of bio-dynamic. This hasn't been done very well done in the past which has given them the opportunity to fill that information gap

and educate their consumers and customers. Facebook has been a key medium that has transformed their messaging around this topic.

Platform	Description	Impact (star rating 1-5)
	Website	★★★★★
	Facebook social media	★★★★★
	Instagram social media	★★★★☆
	Youtube	★★★☆☆
	Newsletters	★★★☆☆



Low to no
impact



OK impact



Medium
impact



Valuable
impact



High
impact

Future plans

Paris Creek will continue to educate consumers about bio-dynamic farming. Positioning themselves as a trusted and premium brand into the future, for South Australians and internationally.

In the future they are look to launch a program which will be a story positioning piece, they hope to attract TV network attention. This forms part of a launch program to support their current retail base and export endeavours.

The hard part will be standing out from the crowd, and having a point of difference that is meaningful to consumers.

Paris Creek will also investigate traceability technology to further tell the story of how their milk is produced and supplied, so a consumer can trace it right back to their farms – they believe this would be powerful, and reinforce the bio-dynamic story, provenance and 360 degree farming.

**Thanks to Laura McBain, Managing Director
Long Table Group Limited representing Paris
Creek Farm, and to Paris Creek for their time and
contribution to this case study.**

All images in this document are provided by Paris Creek Farm.

More information

More information about storytelling and a step by step guide to help producers tell their 'Story For Success' is available on the AgriFutures website agrifutures.com.au/provenance-storytelling

This case study can be viewed at: agrifutures.com.au/paris-creek-farms

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