



Provenance storytelling for success

Case Study 6: Tasmanian Truffles



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



“Each truffle is gently lifted from the soil by hand - harvested with the same care and devotion that we apply to every one of our premium truffle products.”

- Henry Terry, co-owner and founder, Tasmanian Truffles

Company overview

Tasmanian Truffles are a Tasmanian-owned and located, fresh truffle producer. They are Australia's premium producer of black truffles.

Truffle is a premium product, with dedicated expertise, innovation and experience required to grow one of the world's most celebrated ingredients.

Location

Australia, mainly Tasmania

All products are sold in Australia, mainly Tasmania.

Previously sold overseas but now all sold in Australia, due to the sensitivity of truffles, less hassle and increased local customer base.

Products

Tasmanian Black Truffles

Fresh Truffles
Truffle Salt
Truffle Honey
Truffle Creme
Truffle Balsamic
Truffle Oil
Truffle Mustard

Other details

Employees

Varies between 4-8





“Tasmanian Truffles is about passion, the rewards of patience, and the pursuit of perfection.”

- Tasmanian Truffles

The story

Tasmanian Truffles founder is entrepreneur, and farmer, Tim Terry, who harvested Australia's first black truffle from the rich soil of his Deloraine family farm in 1999. This moment marked the beginning of a passionate love that would span generations of the Terry family.

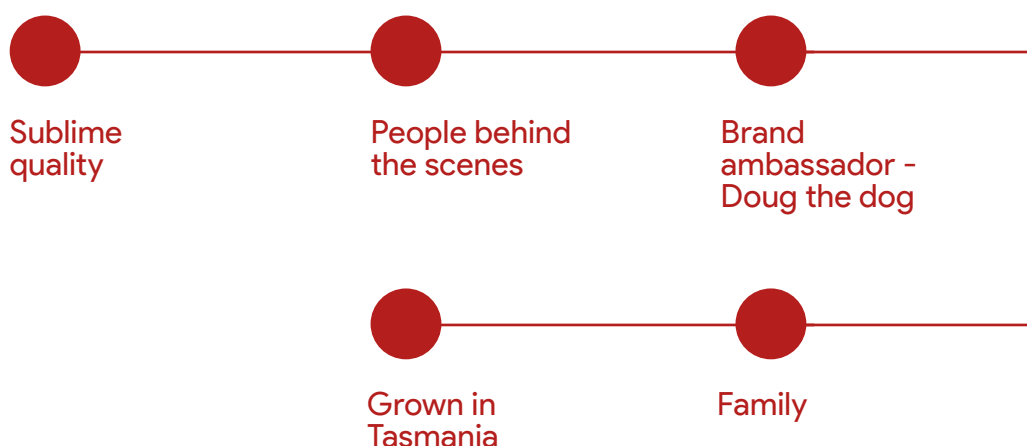
Truffles have always been at the heart of the Terry family. From a young age, Henry and Anna Terry have been working on the farm amongst the truffles. They have truffles in their blood, and are the second generation of family that has dedicated itself to this luxury product.

Henry and Anna now manage the family business, continuing to grow world-class black truffles on their Deloraine farm, and developing the company's exceptional range of premium truffle products.

Unlike the traditional truffle pigs of France, Tasmanian Truffle's gentle family Labrador, Doug uses his unerring senses to find the ripe truffles, they are then carefully and meticulously unearthed by hand, ensuring that each one is born gently into the clean air, unmarked and perfect.

Henry, with a degree in Agriculture, has a long history with truffles and is custodian of the family tradition. Anna is a truffle grader expert for chefs all over the world, and is a fine truffle cook herself.

The story elements

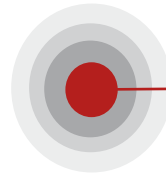


Summary



Industry sector

Black Truffles



Business size

Small Business
(4-8 employees)



Customers

Australian Retail and premium Tasmanian stores
Speciality Chefs (mainly in Tasmania)
Visitors and the Tasmanian community at Salamanca Market events



Key markets

Primary:

Tasmania

Secondary:

Rest of Australia

Platforms used to tell their story



Social Media



Website



Market Stand



Recipe Page



Online Store



Brand Ambassador

Challenges

Relying on animals -
an integral part
of business

Highly sensitive product

Customer understanding
of product and use

Business goals

Tasmanian Truffles began their business twenty six years ago with Tim Terry selling fresh truffles to international markets, they experienced lots of issues with shipping such a sensitive produce, but at that time there was little demand for such a premium high-end product in the domestic market.

The food culture in Australia, and Tasmania, has completely changed in the last 10 years. Tasmania has always been known to have some of the best produce in Australia but the food scene and the state's chefs have only recently started to be held in the same high regard.

The change has been dramatic, an explosion of new eateries, and high-end restaurants have transformed the restaurant scene and made Tasmania a food destination, the local chefs, restaurants and foodies are now some of Tasmanian Truffle's core customers.

Henry and Anna Terry are passionate about educating their customers and the Tasmanian locals about the value and uniqueness of their products. They love to share their Tasmanian story with their customers, and know it is one that they want to hear.

Now the market has been established in Australia for Tasmanian Truffles, they do not have a desire to export - they have a secure Australian market through their packaged product range. Being the favoured producer and the best in this market is their priority.

“It's what we are passionate about - what we love - it is great to be able to share this with people who really enjoy the product.”

- Henry Terry, co-owner and founder, Tasmanian Truffles



Build relationships and trust with our customers



Increase in sales



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




Get higher prices



Support market strategy/ positioning



Grow market share



“Dwelling in the secret dark of Tasmania’s fertile soil, French black truffles take shape like fragrant diamonds.”

- Tasmanian Truffles

Provenance storytelling platforms

Tasmanian Truffles use a variety of digital platforms and customer touchpoints to communicate their provenance story. The following pages describe how Tasmanian Truffles use the platforms highlighted in red below.



Social Media

Facebook and Instagram - used to share story



Website

Shop front for the whole world



Market Stand

Physical shop front, mainly for visitors to learn about the history and meet the people



Recipe Page

Available on website featuring truffle recipes, to further educate customers



Online Store

Available on website for purchasing truffle products. Mainly used by interstate and international customers



Brand Ambassador

Doug the Dog is an integral part of the team through his truffle hunting skills



Platform deep dive

Market stand



Tasmanian Truffles have a stand at Salamanca Market in Hobart. The market stand provides a platform to showcase their product range, engage with the local community and offer tastings of their product range.

Tasmanian Truffles invested in a market stand at Hobart's Salamanca Market to provide a physical shop and presence to the locals and tourists in Tasmania.

This initiative was in response to customers wanting to know more about the product and the people behind it.

Although this platform drives some visitor sales, it is not the core platform for their business, they use it more as a storytelling platform to talk about the history, and engage with the community. It's a place where people can meet the people behind their business and understand their process.

Creating brand awareness of their product with the consumer is also beneficial to their retail customers, and restaurants who use their products, creating customer familiarity and demand.

“The intense flavour, aroma and other-worldly appearance of these exotic black fungi have no rival. Any attempt at describing the perfume and taste of a truffle pale in comparison to experiencing his delicacy in the flesh.”

- Tasmanian Truffles

Salamanca Market Stall



Located close to Hobart's picturesque waterfront, Salamanca Market is located on Hobart's waterfront and is one of Australia's largest and most vibrant outdoor markets.

“Do what you love and love what you do.”

- Henry Terry, co-owner and founder, Tasmanian Truffles



Target audience reached

Interstate visitors, international visitors and the local community.

Story elements



Learn more

<https://tastruffles.com.au/contact/find-us-at-salamanca-market>

Impact

Tasmanian Truffles use this platform to create a customer face. A point of contact where people can come and meet the team and learn more about their product. This platform gets local and visitor sales, but is essentially used as a point to face the customer. Since Henry started this platform up as part of his Agriculture studies it has been a successful platform, so they have continued to run it.

Challenges

Sales are variable, each week can depend on the amount of visitors in Tasmania and the weather.

The market stand has informed other areas of the business, building communication skills, learning about product presentation, and understanding their customers.

Platform deep dive

Brand Ambassador



Tasmanian Truffles unearth their truffles, guided by the finely tuned senses of their highly trained truffle hunter, Doug the Dog.

Historically, pigs were used to find truffles, but unfortunately pigs are also fond of eating truffles, so today the most commonly used truffle hunter is a human's best friend - the dog. Tasmanian Truffles entrust their precious truffles to highly trained truffle dogs.

Doug the dog is not only a brand ambassador, he plays an integral part in the team at Tasmanian Truffles. Doug is the harvester who works hard to hunt out the truffles, in exchange for the satisfaction of knowing that he is a 'good boy'! Doug is a much loved member of the Tasmanian Truffle family, through his involvement and contribution to the farm and business.

Learn more

https://www.instagram.com/doug_the_truffle_dog/

Doug has become a recognised symbol of Tasmanian Truffles, featuring on their social media and their website. Doug helps to tell the story behind the family and the farm and the process involved in producing Tasmanian Truffles, and he builds a strong connection with customers, locals and the community.

Impact

Building a brand identity means consumers are more likely to remember the Tasmanian Truffle product, and purchase it in the future. Humans identify with animals because they possess human qualities, which trigger emotional responses and connection.

Story elements



Sublime
quality



People behind
the scenes



Family

Brand Ambassador



A brand ambassador represents an organisation or company's brand in a positive light and by doing so helps to increase brand awareness and sales.



Platform deep dive

Social Media



Tasmanian Truffles use social media, both Instagram and Facebook to tell their product provenance story.

Instagram and Facebook are platforms used to promote all elements of their product and provenance story. Brand Ambassador Doug even has his own Instagram channel.

Both platforms have been successfully used in communicating their brand identity, sharing posts about the family, the farm, truffle hunting, as well as recipes and inspirational dishes made from truffles.

Facebook and Instagram have been used to build a connection to the family, in particular Henry and Anna.



Instagram
12.7K Followers
August 2019



Facebook
3,618 followers
August 2019

Impact

Tasmanian Truffles use these platform to tell their story and communicate what they do with the customer. It is a visual way to profile their business - displaying who is behind it and what is involved in the process.

Target audience reached

Australian foodies, speciality chefs and interstate customers.

Story elements



Learn more

https://www.instagram.com/tasmanian_truffles/
<https://www.facebook.com/tastruffles/>
<https://tastruffles.com.au/>

Platform deep dive

Recipe page



Tasmanian Truffles have a recipe page embedded into their website, to further educate customers on how to cook with truffles.

The recipe page is a platform used to keep a collection of truffle recipes.

This recipe page is part of their provenance story, as it has been born out of Anna and Henry's love for cooking. They felt it was important to make it easier for people to feel comfortable cooking with truffles at home and it encourages them to purchase truffles in store/adds value to their purchase. This platform may also create a space where speciality chefs can visit to gain further inspiration for cooking with Tasmanian truffles.

Anna and Henry were also lucky enough to be featured as contestants on the cooking show, 'My Kitchen Rules'.

Target audience reached

Local customers and Australian speciality chefs.

Food creation @zeboy



Story elements



Learn more

<https://tastruffles.com.au/recipes>



“Before truffles were a mystery to most Australians, they used to think they were only for fine dining. But after MKR, when people saw that truffles can be used with great success at home, they have become keen to use them in their home cooking.”

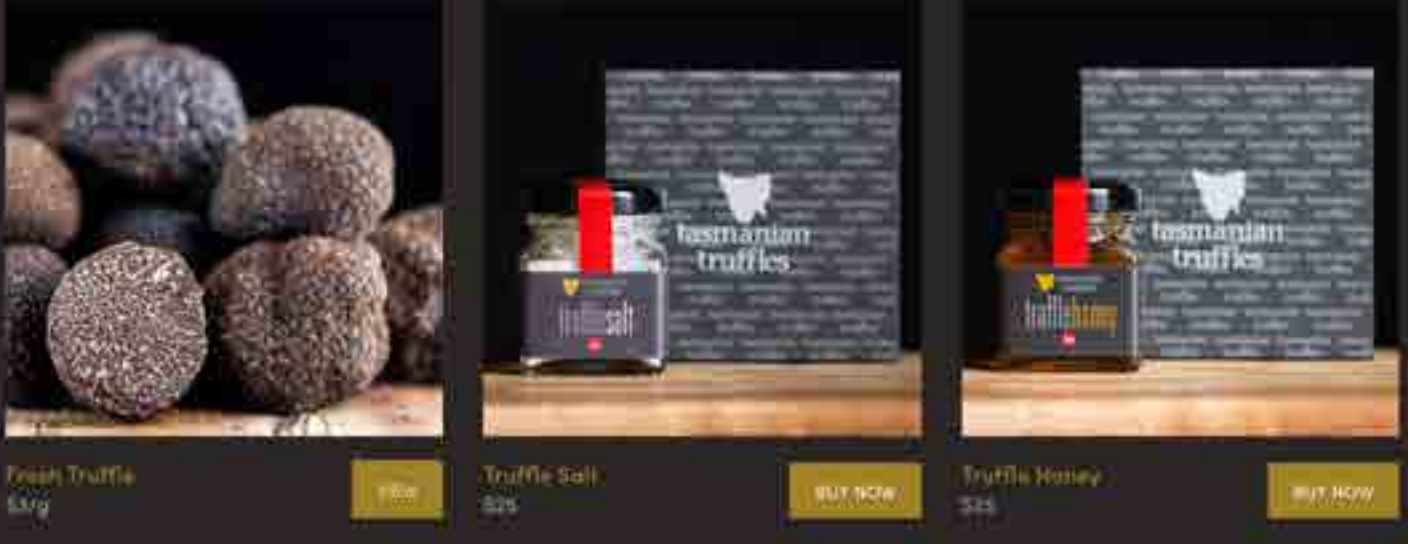
- Henry Terry, co-owner and founder, Tasmanian Truffles

Impact

This platform has been used to educate the customer on various ways that customers can cook with truffles and has helped build customer sales.

Challenges

Creating awareness around the recipe page that features on their website. The challenge is keeping the resource up to date and ensuring it is regularly used by customers.



Platform deep dive Online Store

Tasmanian Truffles have an online store embedded into their website. Their whole product range is available to purchase.

The online store is a way to not only sell, but also showcase the value-added products, such as truffle salt, truffle honey and truffle balsamic.

Henry decided to manufacture value-added products, which completely changed the existing family's business model. This was a risky move as fresh truffles sell for A\$2,500 per kg. But the product range has paid off and is now the largest part of their business.

Target audience reached

International customers and interstate customers.

Impact

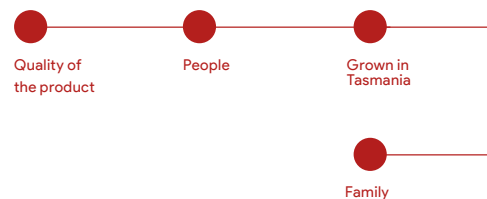
Tasmanian Truffles used to sell fresh truffles internationally, however it was a logistical hassle. Now, nearly all the truffles produced in the packaged product range make up 85% of the business. The rest is made up of domestic sales of fresh truffles. There are a lot of products that are purchased through online sales.

Learn more

<https://tatruffles.com.au/shop>



Story elements



Challenges

Not all customers want to purchase online.

Another challenge with the online store is a lack of sensory experience if the customer is unfamiliar with the products. If this is the case, then it can create an inactivity through the online shopping experience.

Summary

Impact against business goals

Tasmanian Truffles have assessed the impact of telling their provenance story against their business goals.

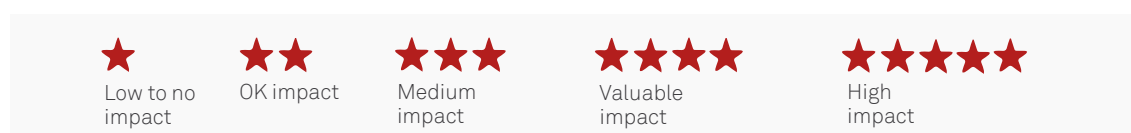
Tasmanian Truffles strongly believe telling their provenance story is vital to educate consumers and support sales.

In Australia 10-15 years ago there was a lack of knowledge surrounding truffles,

even if people knew about them, they definitely didn't know how to use and cook with them. Storytelling platforms have helped them educate their consumers about trying and using the product.

Communicating the story and value behind the Tasmanian Truffles product has been key to the success of their business, and supporting a premium brand.

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	Not applicable
	Support expansion to new markets	Not applicable
	Grow market share	★★★★☆



Summary

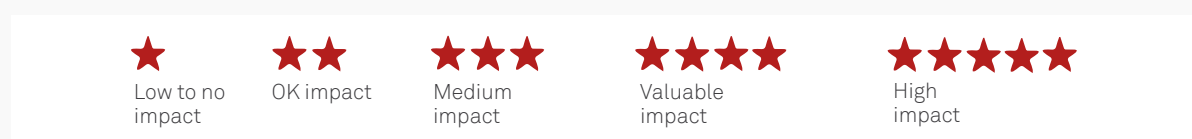
Platform effectiveness

Tasmanian Truffles have assessed the technology platforms they use to communicate their provenance story.

Social media has been an important technology platform to assist with connecting the consumer with their story.

Tasmanian Truffles have such a naturally unique provenance story, and a brand ambassador and team player like Doug to help! It really is a story of family, Tasmania and their sublime product.

Platform	Description	Impact (star rating 1-5)
	Website	★ ★ ★ ★ ☆
	Facebook social media	★ ★ ★ ★ ★
	Instagram social media	★ ★ ★ ★ ★
	Market Stand	★ ★ ★ ★ ☆
	Recipe Page	★ ★ ★ ☆ ☆
	Online Store	★ ★ ★ ★ ☆
	Brand Ambassador	★ ★ ★ ★ ★



Future plans

Tasmanian Truffles are building momentum and people are joining them on the truffle journey, following their story.

Tasmanian Truffles have plans for tours and lunches on the farm. This will invite people to visit and see the farm, meet the growers and connect with the brand. With growing visitors to Tasmania, experiencing the place and the food on the property is an integral part of exposing the brand identity.



Thanks to Tasmanian Truffles and co-owner and founder, Henry Terry for their time and contribution to this case study.

All images in this document are provided by Tasmanian Truffles

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/tasmanian-truffles

© 2020 AgriFutures Australia
All rights reserved.

'Provenance storytelling for success: Case study 6: Tasmanian Truffles'
AgriFutures Australia Publication No. 19-070
ISBN 978-1-76053-078-5
AgriFutures Australia Project No. PRJ-011998

The information contained in this publication is intended for general use to assist public knowledge and discussion and to help improve the development of sustainable regions. You must not rely on any information contained in this publication without taking specialist advice relevant to your particular circumstances.

While reasonable care has been taken in preparing this publication to ensure that information is true and correct, the Commonwealth of Australia gives no assurance as to the accuracy of any information in this publication.

The Commonwealth of Australia, AgriFutures Australia, the authors or contributors expressly disclaim, to the maximum extent permitted by law, all responsibility and liability to any person, arising directly or indirectly from any act or omission, or for any consequences of any such act or omission, made in reliance on the contents of this publication, whether or not caused by any negligence on the part of the Commonwealth of Australia, AgriFutures Australia, the authors or contributors.

The Commonwealth of Australia does not necessarily endorse the views in this publication.

This publication is copyright. Apart from any use as permitted under the Copyright Act 1968, all other rights are reserved. However, wide dissemination is encouraged. Requests and inquiries concerning reproduction and rights should be addressed to AgriFutures Australia

Authors:

Jayne Gallagher, Helen Johnston, Emily Mantilla, Genevieve Drury

Correspondence:

Jayne Gallagher, Honey and Fox Pty Ltd
Email: team@honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details:

Building 007, Tooma Way, Charles Sturt University, Locked Bag 588
Wagga Wagga NSW 2650

02 6923 6900
info@agrifutures.com.au
www.agrifutures.com.au

Electronically published by AgriFutures Australia at www.agrifutures.com.au in February 2020.

AgriFutures Australia is the new trading name for Rural Industries Research & Development Corporation (RIRDC), a statutory authority of the Federal Government established by the Primary Industries Research and Development Act 1989.

Researcher Contact Details

Honey and Fox Pty Ltd
Queensland 4157
www.honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details

Building 007, Tooma Way
Charles Sturt University
Locked Bag 588
Wagga Wagga NSW 2650
02 6923 6900
info@agrifutures.com.au
www.agrifutures.com.au