

What is Farmers2Founders?

[Farmers2Founders](#) (F2F) is a new innovation program that supports Aussie primary producers by equipping them with the latest tools and technologies to develop their entrepreneurial capacity, start new AgTech & Food/FoodTech business ventures, understand and engage with new value chains, and solve industry problems.

Why was F2F created?

F2F was developed by innovation specialists Sarah Nolet (AgThentic) and Dr. Christine Pitt (Food Futures Company). The F2F founders believe that there's currently too much emphasis in "agtech" on specific technologies, and not enough emphasis on users and the real problems they face. In many cases, ag innovation programs focus on helping entrepreneurs with technology skills to develop startups - even if they have little farming experience or exposure to the industry. F2F is flipping this model on its head by placing producers at the centre of innovation.

Changing global conditions and consumer demands mean new opportunities are opening in Australia's food and fibre industry. Primary producers are experts who deeply understand their industry and its issues and are well-placed to come up with solutions on farm and along the value chain. F2F helps them solve industry problems and unlock new value, as well as scale these new ventures across the industry.

Consumers are also increasingly looking to gain an understanding of where their food is coming from and producers are best placed to meet this need. F2F works with producers who are developing new products or value chains to help them capitalise on this opportunity.

What are the goals of F2F?

F2F aims to attract and support proactive Australian primary producers so that they have a greater impact and input into the agricultural innovations and technologies that are currently being developed. F2F's expert support will also help producers bring new agtech, foodtech, and food ventures to market in Australia and internationally.

Finally, F2F will also help producers explore new models for engaging with and adopting emerging technologies to remain competitive and innovative.

The main objectives are to help producers:

- become more involved in ag/foodtech and food innovation
- collaborate effectively with the global ag/foodtech systems
- build their entrepreneurial and technological skills so they can solve real industry issues and build new revenue streams and/or businesses
- capitalise on new consumer trends and emerging technologies
- bring novel, high-value products to market
- recognise opportunities to create and capture value within the value chain.

Who should sign up for the F2F ideation and innovation workshops?

Primary producers who:

- have an idea and want support to develop a new venture
- want to understand more about agtech and how startups think and work
- want to learn more about how to benefit from trends in technologies, social license, and consumer preferences.

How does F2F work and what will it look like?

F2F has three core elements: innovation and ideation workshops, new venture development programs, and technology engagement programs.

Innovation and Ideation Workshops

A series of free, half-day workshops will run across regional Australia. Producers will be exposed to technology trends and discuss industry insights during the interactive sessions. Here, they'll learn what it's like to bring a business to life, and how to use the specific tools that 'start-ups' use.

New Venture Development Programs

Producers that are ready to transform their businesses with a new venture, technology, or innovation can apply to the pre-accelerator and/or accelerator programs.

The pre-accelerator program is an 8-week remote course where producers will receive expert coaching, funding, and support to explore their venture or technology idea and determine whether it is a viable business opportunity. Twelve teams will be accepted through a competitive application process.

The accelerator program is for producers who are ready to scale their business or technology. This 12-week program will include a one-week bootcamp plus three months of support, coaching, and mentorship. Producers accepted to this program will have completed the pre-accelerator, or have otherwise done the initial work to validate their new venture with customers.

Technology Engagement Program

This program is designed for producers seeking support to engage with technology developers (i.e., agtech startups) earlier and more meaningfully.

When and where?

Key dates can be found on the Farmers2Founders [website](#).

How is F2F funded?

In 2019, F2F received national Government funding through the Incubator Support initiative funding as part of the Entrepreneurs' Program. F2F is also supported by:

- AgriFutures Australia
- Australian Wool Innovation
- Grains Research and Development Corporation
- Meat & Livestock Australia
- Wine Australia