

# BUSINESSES IN PLACE OPPORTUNITIES AT HOFc



The Harcourt Organic Farming Co-op was established to make our farm more productive. Originally, we were just thinking about farming enterprises (hence the name). Over time, we've adapted our vision of the type of business that could be included in the coop.

The “Business in Place” concept offers entrepreneurs and small business owners the chance to establish and operate their businesses on our farm even if they're not dependent on farming the soil.

The idea is to build a community of businesses that are aligned with small-scale regenerative farming, strengthening our ecosystem of sustainability.

By situating your business here, you'll be part of a collaborative network that supports and complements the agricultural activities of the farm, contributing to a holistic environment where both agriculture and aligned businesses thrive symbiotically.

## Who should consider this opportunity?

People who are passionate about running their business and are just looking for the right place to do it. We're looking for people who want to relocate an existing business or are ready to get their start-up off the ground.

There's a lot of work between having a great idea and being ready to launch your business. This usually

involves getting as much experience as possible, writing a business plan, doing budgets, and sourcing start-up capital. Finding a mentor can also be helpful in getting your business off the ground and successfully established.

Successful applicants will have completed most of these steps before applying to join the coop. Experience has shown us that it's fine to start small but at the same time, it is important to understand what “viability” means to you and have a plan for how you're going to get there within a reasonable time frame.

**“Business in place” opportunities might include farming businesses that are non-soil-based such as:**

- Bees
- Mushrooms
- Nurseries growing in pots rather than directly in the soil (herbs, seedlings, native plants, flowers)
- Worm farm

**Other enterprises that may fit within the coop structure include:**

- Artisans
- Craftspeople
- Educators teaching something relating to farming, sustainability, or nature
- Value-adders
- Nature-based services, e.g. school camps, tourism experiences, animal therapy, nature therapy

**We're looking for people who fit with the 7 key tenets of the coop, i.e.**

1. Bring a collaborative spirit
2. Apply regenerative, organic, and biological farming principles
3. Highest possible animal welfare
4. Biodiversity protection and enhancement
5. Soil protection and enhancement
6. Adherence to legal requirements and general good governance in business
7. Transparency and honesty in all dealings



## Why locate your business at the Harcourt Organic Farming Coop?

The Harcourt Organic Farming Co-op can offer several resources and facilities to people wanting to start businesses in place, the main ones being space and community.

### We also offer:

- **Infrastructure** – existing infrastructure that may be available includes a greenhouse, a container with power, a small chiller (currently non-powered), and sheds of various sizes and states of repair.
- **Shared infrastructure** – lunchbox, composting toilets, bathroom with shower.
- **Water** – we can supply irrigation quality (non-potable) water to new enterprises, it's up to you to provide any additional water infrastructure required within your enterprise. We also have a 110,000L water tank that can supply drinking quality rainwater, however this also supplies the dairy.
- **Power** – 3 phase grid connect electricity with 32kw of solar on farm.
- **Space** – the farm is 30 ha, with plenty of spots for new enterprises.
- **Systems** – HOFC has developed systems that help our community to run smoothly, including monthly meetings, 'niggle' airings, and support with record keeping for organic certification.
- **Marketing** – HOFC has a number of marketing assets including a website, Facebook page, Insta page, and Mailchimp list which are all available to coop members. As an established entity, many people have heard of us and followed our progress, providing an instant audience for new enterprises. We don't currently do any joint marketing but this is a future option.
- **Ideas and experience** – years of talking about lofty goals, combined with putting in the hard yards on the ground means we have lots of experience to offer.
- **Social support and great people** – the people that currently make up HOFC enterprises are friendly, warm, welcoming. We have considerable experience of what it takes to maintain a community that feels safe and fun, and regularly share meals together to keep the social wheels lubricated.

