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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Products</th>
<th>Other details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Australia, mainly Tasmania</strong></td>
<td><strong>Tasmanian Black Truffles</strong></td>
<td>Employees</td>
</tr>
<tr>
<td>All products are sold in Australia, mainly Tasmania.</td>
<td>Fresh Truffles</td>
<td>Varies between 4-8</td>
</tr>
<tr>
<td>Previously sold overseas but now all sold in Australia, due to the sensitivity of truffles, less hassle and increased local customer base.</td>
<td>Truffle Salt</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Truffle Honey</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Truffle Creme</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Truffle Balsamic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Truffle Oil</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Truffle Mustard</td>
<td></td>
</tr>
</tbody>
</table>
“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

- Sublime quality
- People behind the scenes
- Brand ambassador - Doug the dog
- Grown in Tasmania
- Family
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
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
“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 otherworldly 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

- Sublime quality
- People behind the scenes
- Brand ambassador – Doug the dog
- Grown in Tasmania
- Family

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.

Learn more

https://tastruffles.com.au/contact/find-us-at-salamanca-market
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/](https://www.instagram.com/doug_the_truffle_dog/)

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.

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

- Sublime quality
- People behind the scenes
- Brand ambassador - Doug the dog
- Grown in Tasmania
- Family

Learn more
https://www.instagram.com/tasmanian_truffles/
https://www.facebook.com/tastruffles/
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.

“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.

Learn more
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

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.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
<th>Impact (star rating 1-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate consumers to value products,</td>
<td>Understand how it is produced and where it comes from</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Get higher prices</td>
<td></td>
<td>★★☆</td>
</tr>
<tr>
<td>Support market strategy/positioning</td>
<td></td>
<td>★★★☆</td>
</tr>
<tr>
<td>To differentiate the product from</td>
<td></td>
<td>Not applicable</td>
</tr>
<tr>
<td>competitors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support expansion to new markets</td>
<td></td>
<td>Not applicable</td>
</tr>
<tr>
<td>Grow market share</td>
<td></td>
<td>★★★☆</td>
</tr>
</tbody>
</table>

Low to no impact  OK impact  Medium impact  Valuable impact  High impact
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.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
<th>Impact (star rating 1-5)</th>
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</thead>
<tbody>
<tr>
<td><img src="#" alt="Website" /></td>
<td>Website</td>
<td>★★★★★★</td>
</tr>
<tr>
<td><img src="#" alt="Facebook" /></td>
<td>Facebook social media</td>
<td>★★★★★★</td>
</tr>
<tr>
<td><img src="#" alt="Instagram" /></td>
<td>Instagram social media</td>
<td>★★★★★★</td>
</tr>
<tr>
<td><img src="#" alt="Market Stand" /></td>
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</tr>
<tr>
<td><img src="#" alt="Recipe Page" /></td>
<td>Recipe Page</td>
<td>★★★★★★</td>
</tr>
<tr>
<td><img src="#" alt="Online Store" /></td>
<td>Online Store</td>
<td>★★★★★★</td>
</tr>
<tr>
<td><img src="#" alt="Brand Ambassador" /></td>
<td>Brand Ambassador</td>
<td>★★★★★★</td>
</tr>
</tbody>
</table>

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.
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.

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

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