



Bushfood industry

Research and development

The Department of Primary Industries and Regional Development (DPIRD) has developed *Setting up for Success: Bushfoods* and the accompanying *Protection of Indigenous Ecological Knowledge for bushfood businesses* guides to help Aboriginal businesses entering, or growing their existing business, in the bushfoods industry.

The guides are available on the DPIRD website agric.wa.gov.au/aboriginal-business-development-0 or by contacting the Aboriginal Economic Development unit for more information and help, email aed@dpiird.wa.gov.au or call +61 (0)459 867 908.

To help ensure the development of a profitable bushfood business, it is vital to determine the product or products you will sell. Conduct research, prepare a product development plan, gather information about your bushfood product, and strategically plan the stages of your business' development.



Tip!

Conduct product research and development to ensure your product and business objectives align. An Aboriginal bushfood business's connection to Country, and the stories and knowledge of the native plants or animals incorporated in the product, are important business assets that provide a unique selling point.



Check list

Some of the key considerations for bushfood product research and development are:

Growing and harvesting bushfood

- What bushfood are you growing or harvesting?
- Where does the bushfood grow?
- Is it culturally appropriate to grow the bushfood on your chosen Country?
- Do you have a cultural connection to the bushfood?
- Do you have permission from the relevant Aboriginal community or group to grow or harvest the bushfood on your chosen Country?
- Have you negotiated an Access and Benefit Sharing Agreement with the Aboriginal community or group? For more information about this and a checklist of contract terms, see the *Protection of Indigenous Ecological Knowledge for bushfood businesses* guide.
- When and how will the bushfood be harvested?

Production of bushfood

- What product do you want to make from the bushfood?
- Is it culturally appropriate to make that product from the bushfood?
- What quality and quantity of the bushfood will you need for your product?
- What is the size and scale of your production?
- Is there sufficient supply to generate your product?
- How will you manufacture the product?
- What is the profit margin, per product?
- What is the packing size, per product?
- What is the shelf life of the product?
 - Consider transport, especially overseas, and the risk and liability that may arise if products go off.
- Is your product distinctive and innovative to stand out in the market?
 - Consider taste testing and market sensitivity.

Business considerations

- What name or brand will you use to market your bushfood product?
 - For Aboriginal language words, consider the potential impacts of commercialising (e.g., trade mark registration, Plant Breeder's Rights and patents).
- How many staff will be required to harvest, manufacture, market and sell the products?
- What is your target market and its size?
- Who are your competitors?
- Is the product profitable enough for the business to be viable and sustainable?



Front cover photo: Koomal Dreaming, image courtesy of Frances Andrijich; cover artwork: Damper by Beryl Ponce, image courtesy of Spinifex Hill Studio

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