

Farmers 2Founders

The Pinnaroo Farmer

Name: Phillipa and Skeet Lawson

Farm: Red lentils

Where: Pinnaroo, SA

Biggest gain or learning from the Ideas Program:

At the end of the 3 months, Phillipa is launching her online shop to sell 1kg bags of high protein, gluten free lentil flour, and is having her products stocked in a local shop. Phillipa has plans to get her product stocked in more retail stores around South Australia and continue to build her marketing activities.

Phillipa Lawson and her husband Skeet, are red lentil farmers in Pinnaroo, South Australia. Phillipa came into the Ideas Program with an idea for a high protein, gluten-free flour made from the lentils.



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'Thanks to F2F, I feel confident that I have an understanding of various business tools, models and digital technology platforms. My biggest takeaway from this course is that it's okay to pivot, to fail, reflect, evaluate and adjust. I feel much more confident to reach out when I don't know or understand a concept'.

I still feel as though I have so much to learn in the world of business which I do find exciting! I'm thankful for this opportunity that F2F has given me and I feel very focused on what I need to achieve over the next 6 months!'

Learn More about The Pinnaroo Farmer:

<https://www.thepinnarofarmer.com.au>