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**BRENDON NORTH**

**A BOY FROM THE  
BUSH....**

**SPLITTING HIS  
PANTS**

PARADISE FARM MARKETS

2020



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# BRENDON AND VICKI NORTH WITH CHARLES JOHNSTON

BRIDGE STREET SHOP







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**HAYDEN QUINN  
FROM  
MASTERCHEF  
AUSTRALIA  
SERIES #3**

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**FROM HUMBLE  
BEGINNINGS...**







**TO A STORY ABOUT SUCCESS...**





1998

Paradise Fresh initially supplying hydroponic herbs and Asian veges to 45 regional fruit shops and cites in North West NSW



2012

Moved to Sydney, met Coraggio, moved back & the Farmer Bobs acquisition transpired – “*Our greatest failure became our greatest success*”



2020/21

Launching *Paradise Farm Markets* bringing together growing & selling gourmet products & aiming to increase their 8.5 million turnover!

And everything in between .....2001 supplied to Coles / 2005 Wesfarmers changed supply chain.

2009 online retail business with merchant facilities launched delivering door to door 2 days per week per town and expanded regionally as well as the 1<sup>st</sup> of 4 local franchises sold.

Today Paradise Fresh continues to supply wholesale to cafes, restaurants, nursing homes, pubs, clubs & schools in North West NSW. 2021 a new gourmet boutique food marketplace & a new home.



# THE TURNING POINT ....





**GOURMET  
GROCER  
DIVERSIFIED TO  
DELI PRODUCTS –  
FRESH SEAFOOD,  
CHEESES & A  
RANGE OF MEATS**







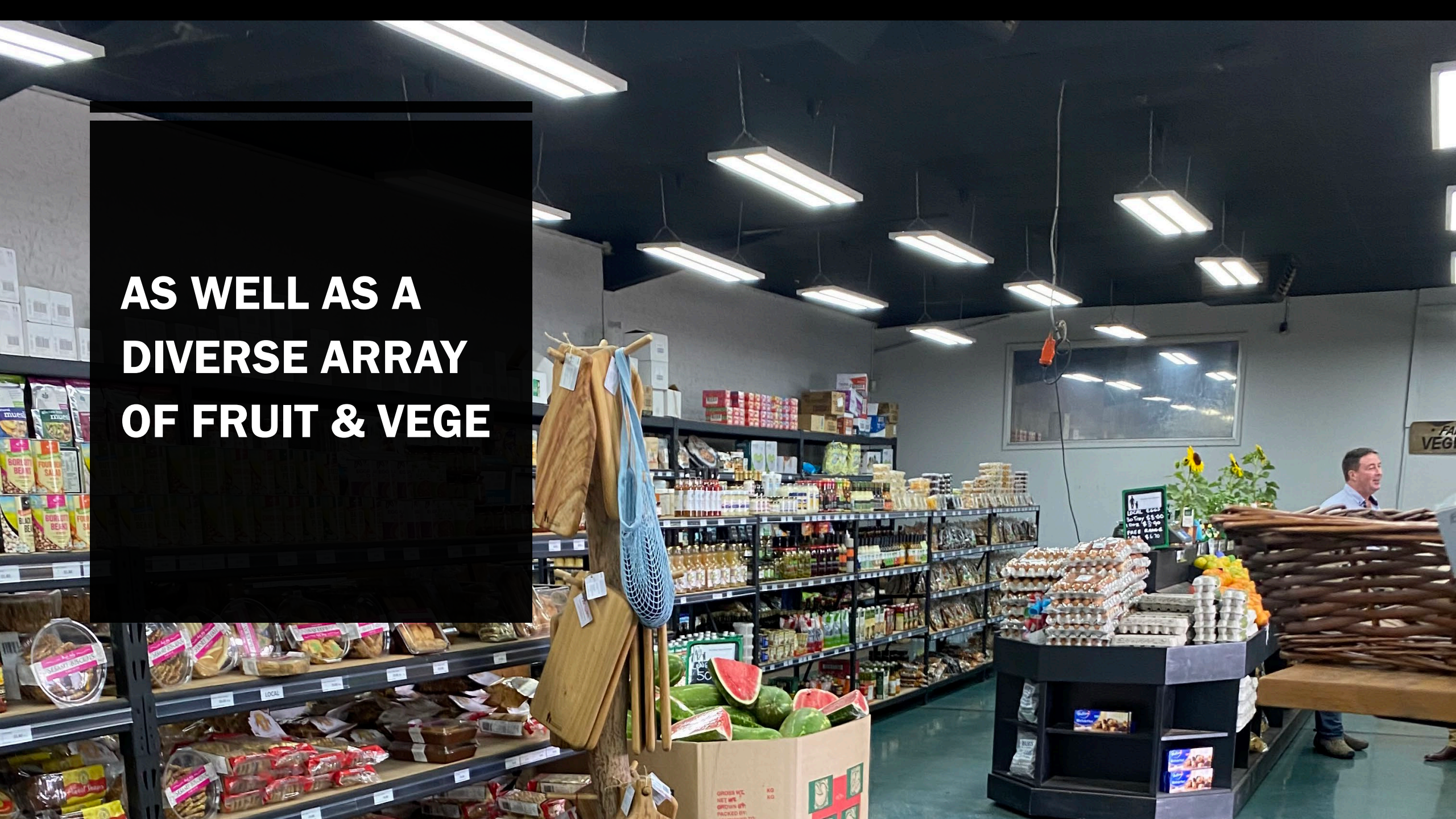








**AS WELL AS A  
DIVERSE ARRAY  
OF FRUIT & VEGE**





# LESSON LEARNT

## ***“YOU CAN’T CHASE 2 RABBITS – KNOW YOUR TARGET MARKET”***

Marketed to a specific demographic through social media, targeting young women/mothers, to appeal to the families, increasing from \$11 per shop from pensioners to approx. \$30 per shop.

We identified specials tailored to feeding families and packing lunch boxes, such as blueberries as opposed to brushed potatoes which typically targets the elderly.

Re-configured our product range and buying selections to a *gourmet grocer* from:

- 90% fruit and vege and 10% groceries to:
- 50% fruit and vege, 40% grocery items and 10% seafood
- No one else in North West NSW providing a gourmet product.

Changed the shop’s image, look & feel and branding eg black ceilings with LED down lighting.







## ***“GET EYES TESTED – TICK AND PERSEVERE”***

FARMER BOBS HAD 60% OF THE TOWN’S BUSINESS AND WE HAD 30%, SO TO EXPAND WE RE-DEVELOPED OUR **GREEN** VANS TO SUPPLY FURTHER AFIELD.

DUBBO A 8 HOUR ROUND TRIP TO DELIVER TO RESIDENTS & VENUES.







## LESSON LEARNT

**“YOU DON'T NEED TO PLEASE ALL THE PEOPLE ALL THE TIME .... EXCEPT FOR COSTA – SELECT YOUR AUDIENCE**

- REWARD STAFF WITH PRODUCT DISCOUNTS, RESTAURANT VOUCHERS & OTHER INCENTIVES.
- RECOGNISING THEIR DIFFERING PERSONALITIES AND ACKNOWLEDGE THEIR STRENGTHS.
- WITH 200 WHOLESALE CUSTOMERS, GOODWILL GOES A LONG WAY.







## LESSON LEARNT

### ***“BE PREPARED TO LISTEN TO PEER ADVICE”***

- ✓ Seek external advice – *“look for someone who is going to share new ideas, ask questions, challenge assumptions and the status quo”*
- ✓ Mitigate risk – *“to the lead up to COVID I kept close tabs on debtors”*
- ✓ Identify revenue “gaps” / potential opportunities – *“We increased our home delivery service marketing anticipating an increase in online orders”*
- ✓ *“Supply increased 3 fold during COVID cause hospitality ceased”*
- ✓ Google eg new products & food lines such as cheese and Ric’s seafood – *“he/she who fails to plan, plans to fail”*
- ✓ *“Enjoy what you do and it doesn’t feel like work.”*



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## **BRENDON'S FINAL KEY TAKEAWAY –**

***“WHEN ALL ELSE  
FAILS DON'T SPLIT  
YOUR PANTS  
LAUGHING BUT TO  
HEIGHTEN STAFF  
MORALE.”***





A photograph of two young children walking away from the camera in a grassy field. The child on the left is wearing a dark blue long-sleeved shirt with a red and yellow circular logo on the back and bright green pants. The child on the right is wearing a similar dark blue long-sleeved shirt with the same logo, patterned leggings, and red shoes. They are holding hands. In the background, there is a vineyard with rows of grapevines, some covered in white protective material. Further back, there are trees and mountains under a clear blue sky. The text "AND ..... LIVE HAPPILY EVER AFTER!" is overlaid in white, bold, sans-serif font across the middle of the image, with a thin white horizontal line underneath the text.

**AND ..... LIVE HAPPILY EVER AFTER!**



A family of four is standing in a field of green and red plants. The father, on the left, is wearing a light blue button-down shirt and holding a young child. The mother, on the right, is wearing a green polo shirt and holding a young girl. Both adults and children have a red "Paradise Fresh" sticker on their clothing. The background is a vast field of similar plants under bright sunlight.

**NEXT STEP ... 100 THINGS TO DO WITH MY FAMILY**