



SALUMI AUSTRALIA CASE STUDY

OVERVIEW

Salumi Australia is an artisan manufacturing business based in the heart of the Northern Rivers. Operations began in 2010 making a range of cured and fermented products - known in Italy as salumi - from free range Australian pork.

The 'new old favour' that is the business's unique selling point, uses traditional Italian slow food techniques and locally sourced ingredients wherever possible including ethically farmed pork. Their drying and ageing processes adopt the culture of fermentation and maturation, which is key to developing the unique texture and flavour of their European style smallgoods.



“We already have a great product but business success also depends on having a reliable customer base, particularly when times get tough”

IMPACT OF COVID-19

With the onset of COVID-19, the passionate and highly skilled team at Salumi Australia needed to make some changes to their thriving manufacturing business, in order to continue to satisfy their customers needs, while avoiding the financial losses associated with reduced demand and the risk of wastage.



HOW SALUMI ADAPTED



Salumi's traditional techniques involving the application of fermentation and maturation, were used to the best of their advantage, to adapt business operations to the new environment imposed by COVID-19 restrictions.

Their artisan products generally take up to 3 months to produce, this allowed the business to manage their manufacturing process to maintain staff, honour existing arrangements with their farm suppliers both locally and further afield and to maintain their customer base by minimising disruptions.

The existing establishment of a Sydney based warehouse came into its own during the lockdown period, by facilitating distribution to a much wider market when demand was lower, so ensuring that product supply could be maintained without creating wastage.

COVID restrictions provided the opportunity and motivation to further develop the business's online presence to expand delivery of their product directly to households. This aspect of the business will be closely monitored and reviewed to determine its financial sustainability in the medium to longer term.



KEY OUTCOMES

- Increased distribution and delivery to a wider customer base – across the Northern Rivers region, Gold Coast and Sydney Metro area.
- Increased utilisation of Salumi's Sydney based warehouse allowing distribution to a wider market.
- Adjusting manufacturing and expanding market access opportunities – ensuring that staff could be maintained and disruption minimised.
- An expansion of the Salumi online marketplace to increase the reach and visibility of their product resulting in new customers and increased sales direct to households.
- Continuing to provide secure market access for existing suppliers at a difficult time.
- Maintaining regular donations of an estimated 40kg per fortnight to a local food relief agency.
- Unavoidable food surplus, not suitable for donation, provided for animal feed.



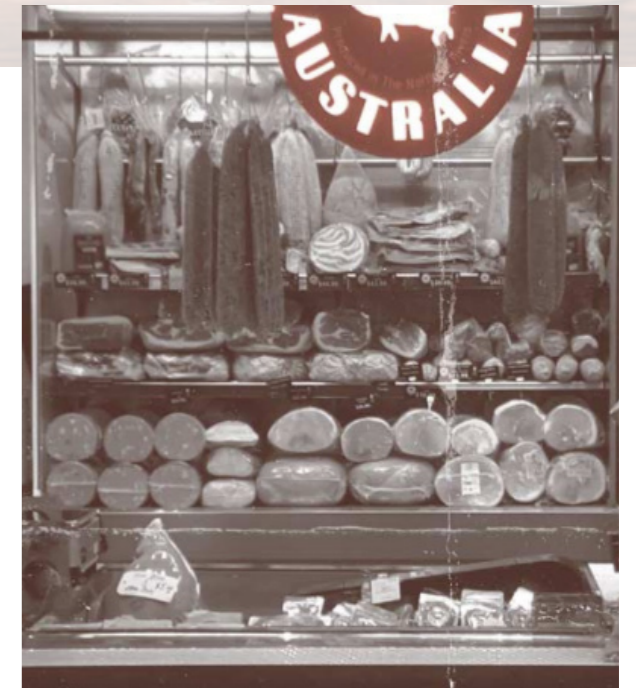
Developing our online marketplace has been important, and so is reviewing it to determine it's financial sustainability in the longer term



Having a large Sydney based distributor, was a real help in moving our product when there was so much disruption to the hospitality sector



Support and giving back through partnership and donations is good for the local community and good for business



GET INVOLVED

Our free Your Business is Food program is designed to help businesses waste less food and improve profits.

Join us at newaste.org.au/ybif



This project is a NSW Department of Planning, Industry and Environment, Waste Less Recycle More initiative funded from the waste levy.