

From Paddock to Post: Why We Need Your Farm Stories More Than Ever

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Since August 2025, the latest iteration of the Berry Basket marketing campaign has continued to build momentum nationwide across digital and outdoor channels. Our summer out-of-home activity has been displayed across 1,589 digital screens and has reached more than 7.9 million primary grocery buyers, with strong visibility during peak berry season. Social activity has been building, and our December boosting campaign showed that a small but targeted investment in paid Meta spend can deliver strong reach and engagement results, with the right content.

Overall, the campaign is doing what it's designed to do: keep Australian berries front of mind when shoppers are making buying decisions.

But here's the honest truth. We have a real problem. We've hit a content wall.

What today's consumers want is not polished ads or stock photos – they want to see real people, real farms and real stories. They want to see the hands that pick their fruit. They want to understand where their berries come from.

They want home-grown Aussie authenticity. And that's where we need you.

Consumer behaviour has shifted. Shoppers are increasingly sceptical of overly staged marketing and big shiny adverts. They scroll straight past generic-looking images. But show them a grower walking through strawberry rows at sunrise, a picker laughing with a big handful of juicy raspberries, or a close-up of piles of blueberries fresh off the plant, and they stop.

Why? Because trust is built through transparency. And we know that emotional connection drives purchasing decisions.

Your farms are our most powerful marketing assets. The soft sunlight in your blueberry tunnels. The pride in

your team of blackberry pickers. The quiet early mornings amongst the raspberry canes. The wonderful chaos of peak strawberry harvest. These are the moments that make berries human and can make humans choose berries over other fruit and snack options.

And right now, we simply don't have enough of this type of content, or the budget to get out across the country to capture it all for ourselves!

This isn't about glossy magazine spreads. In fact, some of the best-performing social media content is shot on a phone. What we do need is volume and variety. Different regions. Different seasons. Different faces. Different farm styles.

And here's the opportunity: your staff are already carrying the best content tool ever invented; their smartphones.

Harnessing your team to capture everyday farm moments could transform how the berry industry shows up online. A quick photo during harvest. A short video walking through the crop focusing on the bountiful berries waiting to be picked. A snapshot of perfect fruit before packing and dispatch.

Multiply that across the country, and suddenly, we have a living, breathing, national story that consumers can and will connect to. Consumers are hungry for authenticity. They want to know: who grew this, what the farm looks like, and whether there are real people behind this berry punnet?

You can answer those questions better than any marketing agency ever could.

So, here's the ask: we want you to encourage your team to show us your patch; capture those special on-farm moments and share them with us for use on the Fresh Aussie Berries social channels. Every image helps us strengthen the emotional connection between growers and consumers. This isn't just marketing fluff. It's long-term demand building.

The more connected consumers feel to Australian berry growers, the more resilient our market becomes.



What Makes Great Farm Content?

What to Include in Your Pictures

- Real people (faces are powerful – but get explicit permission)
- Harvest moments (picking with clean or gloved hands, packing, quality checking)
- Close-ups of fresh berries on the plants or in clean hands that make you want to eat them right now
- Seasonal conditions (frost, sunrise, rain after harvest – but all focused on the crop itself)
- Smiling staff or team moments with lots of fresh berries on show
- Behind-the-scenes glimpses of daily farm life, focusing on the joyful side and always loaded with berries

Things to Avoid

- Any branded packaging (punnets or trays) showing your company brand – this is an industry-wide campaign, not a one-farm brand campaign
- Rubbish, clutter or messy work areas visible in the image
- Chemical drums, spray tanks or spray equipment or anything else that could be misinterpreted out of context

Best Format for Social Media Channels

- Portrait (vertical) orientation preferred
- High resolution (avoid blurry or pixelated images)
- Natural lighting where possible (avoid flashes)
- Short video clips with or without sound (8-15 seconds) are complete gold, and we can edit great finished reels from lots of good raw material

Bonus Tips

- Early morning or late afternoon light looks best
- Wipe the phone camera lens before shooting
- Take multiple shots and let us have them all
- Authentic beats perfect every time!

Important Additional Information

- Who is in the picture (full names)
- Farm Business where the pictures are taken with Suburb & State
- Any little mini-stories that bring the images to life

**Please send your pictures with the additional information to:
Jane Richter | berrycomms@berries.net.au | 0431 700 258**

Your farm is the story Australians want to know. Let's tell it together.