

A Truffière

From Dream to Reality



Linnet Cartwright, Cartwright Truffière

NATGA 2024

WHY?

- Culinary interest
- Scientific interest
- Lifestyle
- Financial Reasons

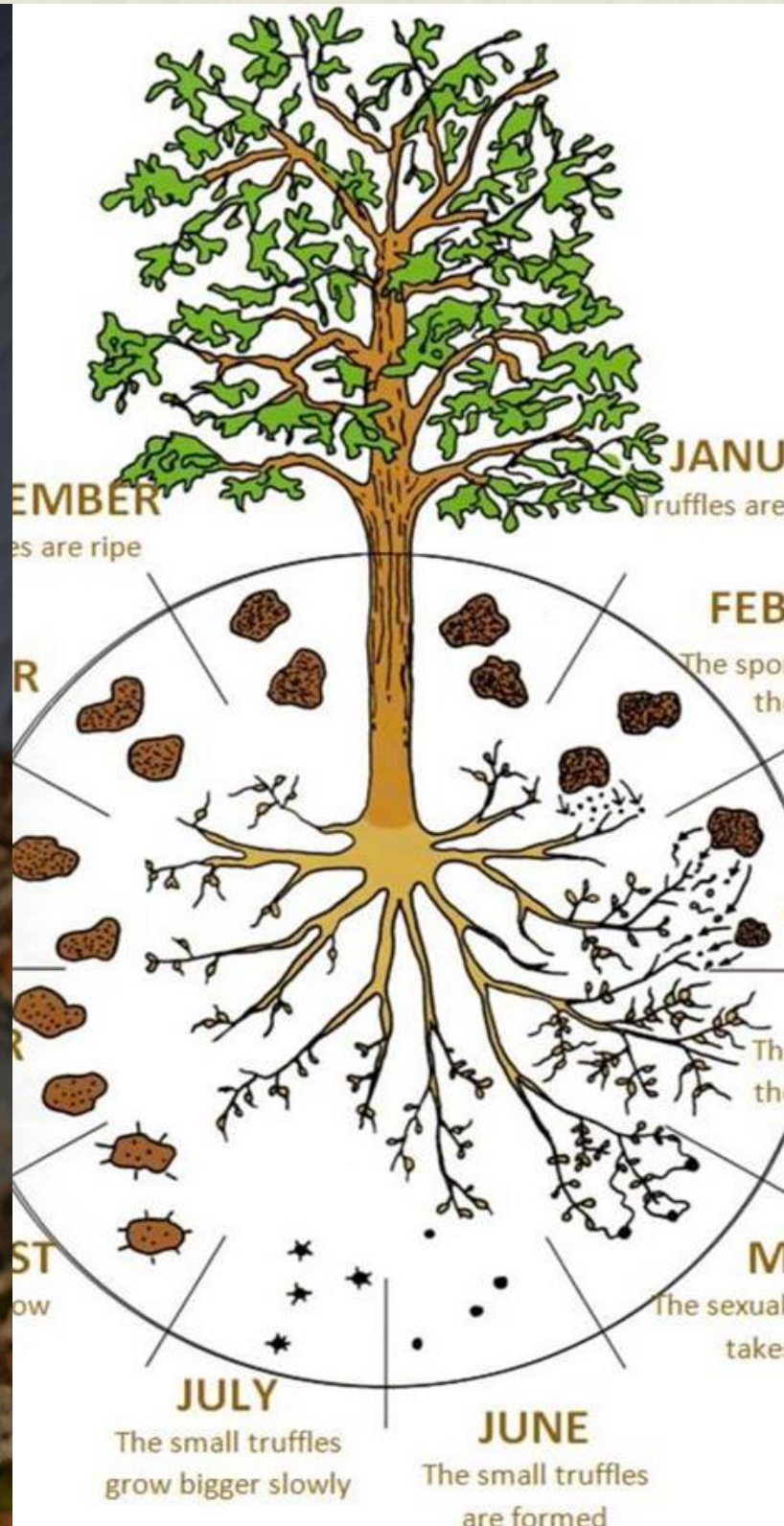


(Shannon Berch: Thinking About Truffle Cultivation 2023)

Culinary Interest



Scientific Interest



Lifestyle



Financial

Australia's largest truffle, worth \$2,000 a kilo, grown in NSW town of Robertson

By [Clyde Simmonds](#) and [Melinda James](#)

Posted Sun 29 Jun 2014 at 6:26pm, updated Tue 1 Jul 2014 at 7:34pm

Truffle spp. (origin)	unclassified	Extra class (lg)	Extra class (sm)	1st Class	2nd class	lg pieces
<i>T. melanosporum</i> (USA)	\$105/oz					
<i>T. melanosporum</i> (Spain)	\$44/oz			\$55/oz		\$45/oz
<i>T. borchii</i> (Italy)	\$35/oz					
<i>L. carthusianum</i> (PNW)	\$22/oz			\$35/oz	\$25/oz	
<i>T. oregonense</i> (PNW)	\$22/oz	\$60/oz	\$50/oz	\$35/oz		

wholesale prices, mid-Feb 2024 snapshot from a single distributor



**TAX
BREAKS**



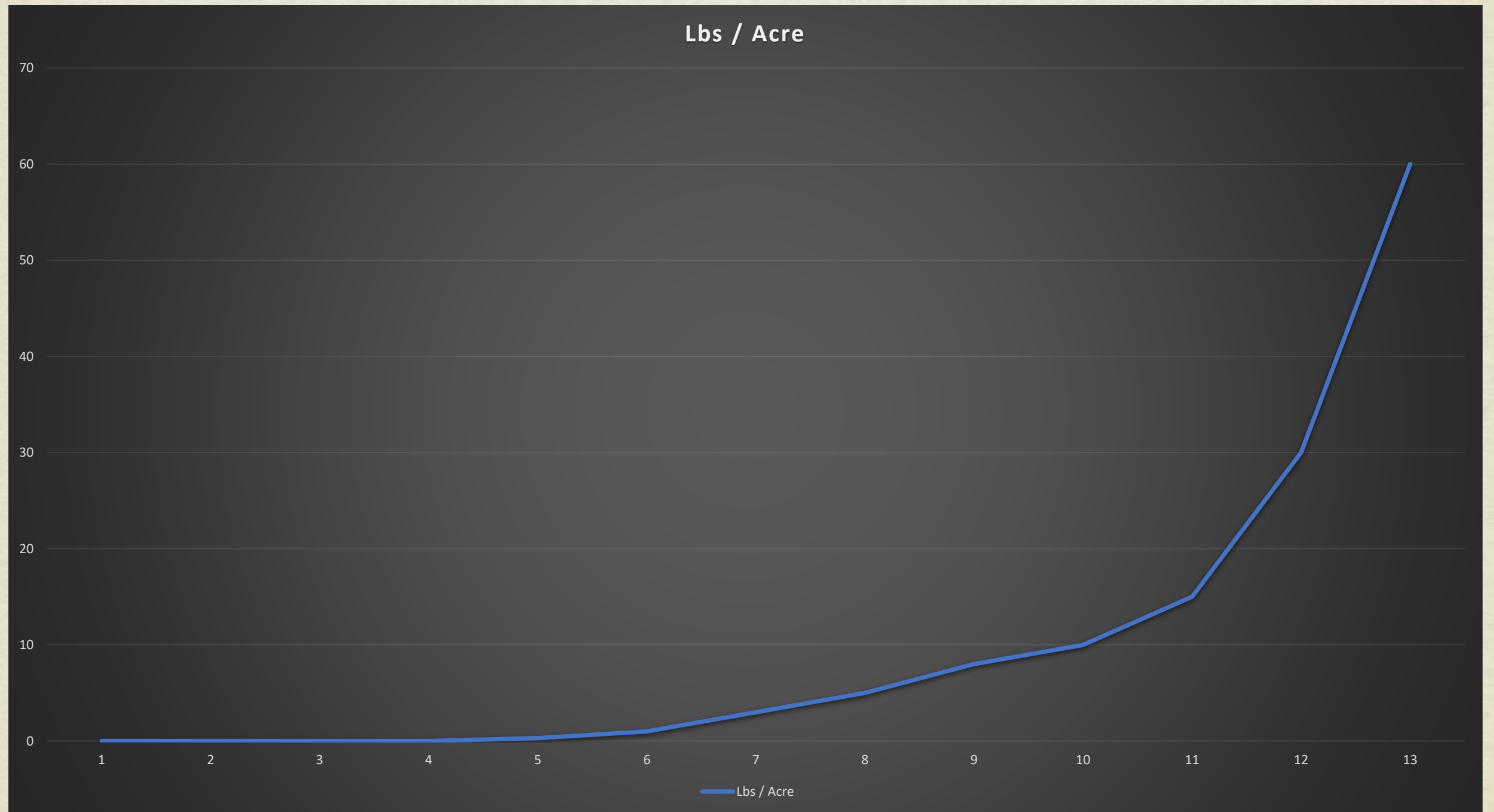
Successive planting



2014 We GOT a truffle!



Typical Australian Growth Rate



2016 We SOLD a truffle!!



2022/23 – Approx. 200 Trees in Production



It IS farming!



The Dogs





Professional
truffle dog teams
or
your own dogs



Your Dogs

- When will I need them?
- What kind should I get?
- How many will I need?



When?



What kind?



How
many?



The hunt and the harvest



The sales and marketing

**T
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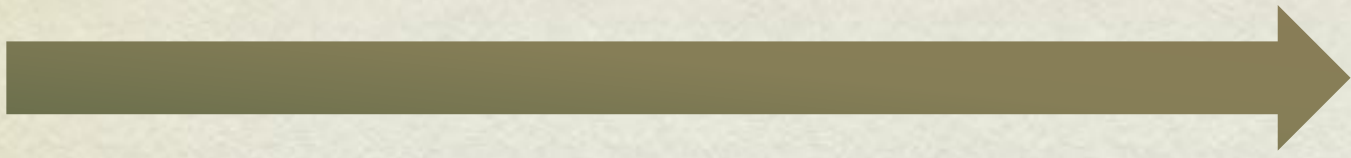
Time to hunt and harvest



Time to clean and grade



Packaging and getting to market



Sales and Marketing

- Chef education
- Retail
- Distributors
- Agritourism



Chef Education

Freebies



Staff tour



Retail



Distributors



Agritourism



What's gonna give?

- Dogs/hunting - LIFESTYLE
- Sales & Marketing – CULINARY, FINANCIAL
- Agritourism – LIFESTYLE, CULINARY, FINANCIAL
- Quality Control – CULINARY, FINANCIAL
- Research data - SCIENTIFIC



Is it worth it?

Do you understand that this is still an experiment in this country?

Do you have the resources, financially and personally?

Are you ready to be a farmer?

Do you have a passion that will keep you working diligently through the years of non-production



**What does success look like
for you?**

Questions?

