



Lil's Yolky Dokey Eggs – Looking for contract growers or for sale to a good home.

This is a unique opportunity to:

- ✓ Join the regenerative farming community on Victoria's Mornington Peninsula on Boonwurrung Bunurong country
- ✓ Add to your existing farm portfolio with the area's best eggs and thriving market.

The farm

Lil's Yolky Dokey Eggs is a small-scale Pasture Raised Egg business on the Mornington Peninsula producing and supplying premium local eggs across the region.

The family farm was established in May 2018 by Jacqui Lanarus and Gab Banay, in honour of their daughter, Lil. You can read more about the farm's history [here](#).

Our aims are to :

- Produce a premium product
- Contribute to our local food system
- Ensure our livestock have the best environment we can provide.

We deliver the following products and services to our customers:

- Jumbo min 800gm eggs
- Extra large min 700g eggs
- Large min 600gm eggs
- Trays of 30 weird and wonderful eggs
- Trays of 15 Dino eggs
- Farm educational tours.

Customers include hatted restaurants, supermarkets, high-end grocers, butchers, health food stores and locals.



The philosophy

Pasture Raised Egg production is at the heart of everything we do. We deliberately chose this method because it nourishes the land and the livestock, and ultimately results in a superior quality product. Pasture raised means that:

- Chickens model natural behaviour, roaming on open land and foraging for fresh grass, seeds and bugs.
- Chickens have enough area per head to allow complete free ranging, in the purest definition of the term.
- The happy, healthy chickens have ongoing access to sunshine and the outdoors, and are regularly moved to fresh land.
- With their nutrient-rich, chemical-free manure, we regenerate the foraged land and soil, creating a sustainable, environmentally loving cycle.
- The method is far superior to 'free-range' eggs, where standards allow for cramped conditions, chemical treatment and industrial feeding.
- The results are the freshest, healthiest and most delicious eggs people have ever eaten.



The chickens

Our chickens are free to roam and forage in nature. They enjoy the shelter of their caravans with doors left open. They can wake with the morning light and perch inside at nighttime. They can supplement their diet with grass, bugs, worms and insects. They enjoy the rustle of the wind in their feathers and the warmth of the sun. Each flock of chickens is guarded by one of our beautiful Maremma dogs.



The practice

We practise regenerative farming using rotational grazing methods across 220 acres of total farmland. Seeking out the flattest land, best suited to our chickens, we choose to rotate around 74 acres and utilise 11 acres at a time. This distributes the organic input from the chicken manure, providing the land with a natural free fertiliser, and allows the land to rest and recover.

We keep the number of hens to fewer than 60 hens per hectare and pride ourselves on this low stocking density that results in happy hens and quality eggs. Our mobile chicken caravans are visible from local passing traffic and create a sense of real transparency and integrity in the business.

Our 4200 gypsy chickens live in the best conditions, out in open pastures where they roam free during the day, foraging and enjoying a consistent plant-based mixed grain feed source. They sleep in their caravans at night under the close protection of our nine Maremma dog guardians.

Lil's Farm aims at all times to maintain the utmost levels of service for our customers, and strives to place itself at the forefront of pasture-raised eggs across the Mornington Peninsula.

In November 2023 Lil's Yolky Dokey Eggs won the Agriculture and Manufacturing Award in the Mornington Peninsula Business Excellence Awards.



The opportunity

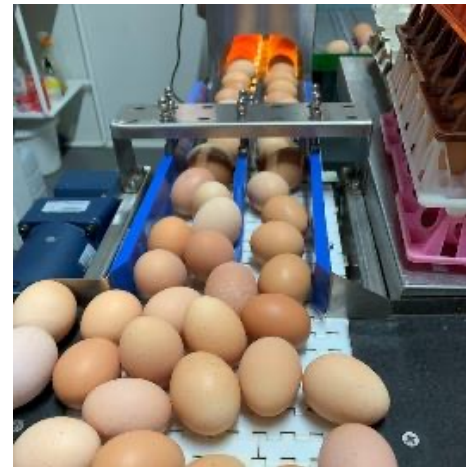
- Established business, with solid systems and customers in place
- Well-recognised brand and community profile
- The only large-scale Pasture Raised Egg production on the Peninsula
- Strong reputation for producing super fresh, high-quality eggs
- Capacity for future revenue growth
- Scalable business
- Extensive waiting list ranging to Melbourne and surrounding suburbs



The tangible assets

- 11 fully automated chicken caravans
- 11 one-tonne feeders on wheels
- 4 solar energisers
- 4200 chickens
- 13 alpacas
- 9 Maremma dogs
- Grading machine and equipment
- Portable electric fencing infrastructure
- 2 feed silos
- Hyundai van
- Polaris 2020 Ranger
- Suzuki 1984 Stockman Ute

Note: Land is **not** included in this sale. Buyer will need to use own land or source new.



The intangible assets

- **Local reputation:** Many businesses will only use Yolky Dokey eggs due to their quality and ethical production.
- **Solid practice:** The brand, relationships and day-to-day practice has been created from scratch and improved over time. Streamlining and efficiencies have been built in by hands-on, invested owners, with love.
- **Staff:** We have established a strong and stable team of hard-working, loyal employees who are passionate about small scale farming and the pasture raised egg industry.
- **Networks:** As members of [Mornington Peninsula Produce](#) we contribute to Agri Tourism within the Shire and the celebration of local produce by visitors to the region. [As part of the Australian Food Sovereignty Alliance](#) we [uphold the seven pillars of food sovereignty](#).
- **Potential:** We are contributing to the transformation, reinvigoration and expansion of agricultural production and the new food economy identified as a key growth industry in Morn Pen's [Agroecology Food Industry Strategy](#).
- **Education:** We have developed a school incursion program based on educating students about food security, ethical farming, regenerative farming and where their food comes from. The program draws attention to different egg farming methods and how these affect the welfare of the chickens and therefore the quality of the product.
- **Demand:** We are regularly approached for paid farm tours by schools, tourists and those interested in entering the industry.



The current market

Yolky Dokey has exceptional customer relationships as evidenced by the longevity of the business and steady increase in revenue.

Yolky Dokey has:

- A diverse customer base with no single customer representing more than 15% of the current revenue
- A loyal customer base with over 85% of current revenue generated by long-term customers of over five years.
- Exceptional growth prospects in the industry with proven success and a scalable model applicable to the Mornington Peninsula, and further afield.

Lil's Yolky Dokey Eggs is a farming family and a market leader on the Mornington Peninsula. Our knowledge and expertise have been developed over nearly six years of providing eggs to the local community.



The current customers

Yolky Dokey services many businesses from a variety of industries.

Buy our eggs:

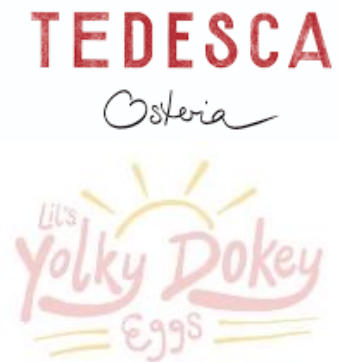
16th Beach General Store, Rye
Bells Meats, Mt Martha
Blairgowrie IGA, Blairgowrie
Blakeaway, Portsea
Bottega 188, Mt Eliza
Flinders General Store, Flinders
Hawkes Farm, Boneo
Henrys Mercato Bayside, Frankston
Henrys Mercato Mornington
Meat Heath Butchers, Blairgowrie
Nourish Wholefoods, Balnarring
Mock Orchards, Red Hill
Red Hill Cellar and Pantry, Red Hill
Sciclunas, Sorrento
Shop Ate, Mt Eliza
St Pauls General Store, Sorrento
The Traders @ Merricks General Store
The Shoreham General Store
Somerville Meats
Torello Farm, Dromana
Tully's Corner Produce Store, Mt Eliza

Taste our eggs:

Bottega 188, Mt Eliza
Donna Maria, Flinders
Eeny Meeny, Frankston
Jackalope, Balnarring
Johnny Ripe, Mornington
Merricks General Store, Merricks
Mornington Peninsula Pasta Company
Mother Mary Bakes, Tyabb
Nordie, Red Hill
Osteria Tedesca, Main Ridge
Pt. Leo Estate Laura, Point Leo
Shop Ate, Mt Eliza
St Pauls, Sorrento
Ten Minutes by Tractor, Main Ridge
The Shoreham General Store
Vero wine and pasta bar, Frankston



The current customers



The industry

Egg sales in Australia [continue to grow](#), with total sales of \$1,947m in 2022-3.

Specialty egg systems make up approx. 4% of the total industry, and pasture-raised eggs in particular is a growing movement.

This model is becoming [better understood and appreciated](#) by customers as Australia moves towards the phasing out of caged eggs by 2036.

Given our extensive waiting list, and standing as the only pasture raised egg farm in the region, profit margins are only expected to increase.



The stats

We have developed and maintained a diverse customer base with sales shared across equally across the total revenue, with Torello Farm contributing 15% of our annual revenue.

We have a loyal customer base with over 85% of current revenue generated by long-term customers of over five years.

We average:

- 2000-2600 eggs collected per day
- 80-90 15-dozen boxes delivered per week
- 1100-1400 dozen eggs sold per week

*variation in numbers relate to the laying cycle of chickens on hand.

Exceptional growth prospects in the sector exist across Victoria, and potentially NSW and Queensland, with the caged egg industry grinding to a halt in 2036.

Confidential financial details available on request.



The challenges

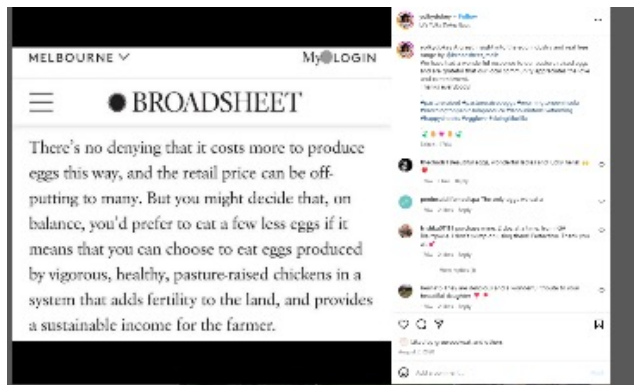
- Buyer needs access to 50-70 acres of land to allow for rotational grazing and resting of the land.
- Transportation of farm assets and livestock - this can be achieved through a local transport company. We have the knowledge and experience to support you through this process.
- If you're new to the industry, note that like all farming it can be a seven-day-week business! However, as we created this business from scratch with no prior knowledge, we also built in systems for short days, downtime, regular long breaks, and taking advantage of a nature-based outdoor lifestyle.



The handover

Depending on your level of experience we can offer:

- Complete immersion in farm practices (i.e. physical handover)
- Comprehensive operation manual (and we can provide a confidential overview of systems on request)
- Bookkeeping system and financial records
- Introduction to customers, suppliers, staff, contractors and network
- Website, socials, and mailing list.



The next steps

Basis of sale:

We are flexible in how a new owner can take on the business. This could be a case of:

- Buyer purchases business in its entirety and moves infrastructure to available land
- Contractor takes over the farming and growing of the eggs, and current owners retain the marketing, grading and distribution side. This would allow for future expansion to fulfil the demand.
- Multiple contract farmers do the growing and drop off their eggs to the processing site each week, and current owners retain the marketing, grading and distribution side. This would allow for future expansion to fulfil the demand.

Potential buyers can request a section 52 to view the transactional and financial details. Available end of January.

Website: www.yolkydokey.com.au

Instagram: <https://www.instagram.com/yolkydokey> (3.7k followers)

Facebook: <https://www.facebook.com/lilsyolkydokeyeggs/> (2.3k followers)

Contact: Gab Banay at yolkydokey@bigpond.com or 0458 130 597



The testimonials

LOCALS



MY NEIGHBOURHOOD
Mornington Peninsula, Vic
Alice Zaslavsky, cook, author and Click for Vic ambassador, brings us the best of her home state's favourite thing



HOT TIPS

- 1 TOP DROP** Eat and Drink: Come by Bazz and Pizzeria. Click for Vic is a very special treat!
- 2 NIGHT IN** Purrch Box is a great place that delivers local produce to your door.
- 3 TOUR** Discover the MP Experience does great tours.

WINERIES
There's a lot of wineries in the Mornington Peninsula region. It's a beautiful area with some of the best wine in the world. The Mornington Peninsula is a beautiful area with some of the best wine in the world. The Mornington Peninsula is a beautiful area with some of the best wine in the world.

YOLKY DOKEY EGGS
This is a great place to get your eggs. The Yolky Dokey Eggs are a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

MOSSY WILLOW FARM
This is a great place to get your eggs. The Mossy Willow Farm is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

CAPE SCHANK RESORT
This is a great place to get your eggs. The Cape Schank Resort is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

PT LEO ESTATE
This is a great place to get your eggs. The Pt Leo Estate is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

BUSHRANGERS BAY
This is a great place to get your eggs. The Bushrangers Bay is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

HAWKES FARM
This is a great place to get your eggs. The Hawkes Farm is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.

CLICK FOR VIC
This is a great place to get your eggs. The Click for Vic is a great choice for anyone who loves their eggs. They are a great choice for anyone who loves their eggs.




"I'M SURE PEOPLE WERE HAVING A GIGGLE"
Gab Banay, 51, egg farmer, Lil's Yolky Dokey, Mornington Peninsula, Victoria

In 2018, Gab and her wife Jacqui Lanarus signed a lease on a 20-hectare property and threw themselves into a new life of learning, living in nature and running a business. Only weeks earlier, Jacqui's 20-year-old daughter, who'd dreamed of a rural lifestyle raising chickens, had died in a car accident. The move was in her memory.

Both women had been involved in the food education industry as part of Stephanie Alexander's Kitchen Garden Foundation, but neither had worked on a farm before. "We're passionate foodies, into seasonality and gardening, so it wasn't a huge step out of our comfort zone. Although it was very new, moving from advocates to producers was in keeping with our ethical belief system."

No one in the region was producing eggs from pasture-raised hens, so their business flourished. "I'm sure people were having a bit of a giggle about us, just quietly," says Gab. "We've had a couple of people try to take advantage because we're rookie farmers. That didn't feel great, but we've certainly toughened up a bit since we started."

The couple have been embraced by their neighbours. "People like to know where their food comes from and they're very passionate about supporting local. They like knowing that their eggs are coming from the farm just down the road," says Gab. "We made a deal with ourselves that we would only supply the Mornington Peninsula, returning our support to the community. Ninety-five per cent of our product goes to restaurants, cafes and general stores, and we've got a very small farm gate."

Gab and Jacqui are also connecting with local farming groups. "It's nice to be recognised as a farmer by people who've been doing it for so long."

They dream of buying their own farm, but in the meantime are looking for a new property to lease to expand their business. "We have put so much hard work into this farm, and into the regenerative nature of our farming practice. We love the concept of leaving it better than we found it," Gab says.

For 49-year-old Jacqui, the farm has been a healing place, despite it requiring their daily presence and nature's elements creating challenges at times. With 2500 chooks producing up to 2100 eggs every day the eggs still need to be collected, whatever the weather.

Gab has big ideas. "There's all this suitable land on the peninsula that's not being farmed. Young farmers could tend it, rather than just having empty paddocks. It would contribute to the community, fertilise the land and keep the regenerative process happening."

The testimonials

'Tedesca Osteria has been proudly using Lil's Yolky Dokey eggs since our Osteria opened in 2020. It is fundamental to our restaurant that all products we use align with our sustainable and ethical philosophy and Yolky Dokey have been a benchmark for us with their commitment to producing what are some of the best eggs available anywhere in Victoria. We are proud to say they are local to us and we are confident to use them both in our kitchen and in our accommodation to represent Tedesca.'

Brigitte Hafner



The testimonials

In my mind Jaq, Gab and the team at Yolky Dokey embody the term 'agroecology'. I can't think of too many other businesses that strive for community connection, animal welfare, education, and regenerative agriculture quite like they do. As a chef their eggs are quite simply a joy to crack. The incomparable Yolky Dokey golden glow brings life to my dishes whether it be glazing a pastry, whipping a curd or making sweet love to some bacon on a Sunday morning. We are all so very fortunate that Yolky Dokey call the Mornington Peninsula home x

Simone Watts
Executive Chef & Farmer



The testimonials

Yolky Dokey Eggs have truly become an essential part of our lives. Over the past several years, these eggs have not only become a staple on our menus but also in our home for the family. The quality and taste of Yolky Dokey eggs are unmatched, making every meal a delightful experience.

One of the things that sets Yolky Dokey eggs apart is the unique connection they create with our children. They eagerly look forward to the weekends when we take a trip to visit the chickens and collect fresh eggs. It also teaches our kids about the importance of sustainable and ethical food sources.

The freshness and vibrant colour of Yolky Dokey eggs are a testament to the care and dedication that goes into their production. Knowing that these eggs come from happy and well-cared-for chickens gives us peace of mind, making Yolky Dokey eggs our go-to choice for our family.

Thank you, Yolky Dokey eggs, for being a part of our family's journey and for providing us with such exceptional eggs. We highly recommend Yolky Dokey eggs to anyone who values superior taste and ethical production here on the beautiful Mornington Peninsula and beyond.

Much love,

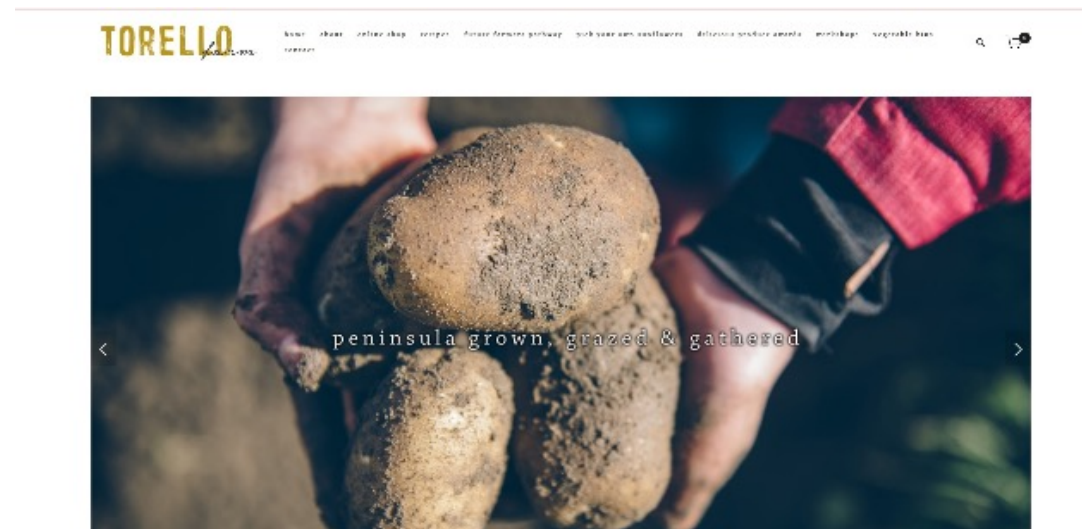
The Sandersons. (Adam Sanderson, Head Chef at Alula Dining, and Marie Sanderson, Head of Pastry at Point Leo Estate)



The testimonials

For over six years we have stocked Yolky Dokey's eggs and, quite frankly, they are a huge drawcard in our farm gate outlet. Our customers appreciate the integrity of Yolky Dokey's growing practices along with their eggs' impeccable flavour and quality. We hope to continue a relationship with Yolky Dokey for years to come when the reins are handed over to the next farmers.

Sophie O'Neil - Director
Torello Farm



A little more love

An excerpt from
*Women and
Nature* by Emma
Drady, Thames
& Hudson 2023.

Jacqui Lanarus and Gab Banay

● Australia

After Jacqui's daughter Lily was tragically killed in a four-wheel driving accident just before her 21st birthday, Jacqui and her partner Gab decided to honour her life by taking off an item on Lily's bucket list: starting a sustainable free-range egg farm. Having no experience in farming, both women quit their jobs, bought some chickens and started collecting eggs in some land they leased near their home in Victoria, Australia.

Starting their business, lovingly called Lily's Yolky Dokey Eggs, was a way for Jacqui and Gab to heal. "Doing thirteen-hour days in all types of weather was very difficult to start with, but I've felt that being out in nature and seeing our beautiful and beautiful dogs has helped my healing process. I could not have gone back into an office – I wouldn't function in that space. Being out in nature was a way of being able to get by every day," says Jacqui.

Some women have used the farm and change of environment as a way to grieve Lily. For the first few months, having that space is what kept them going, whether it was used for going down to a back paddock to stream or sitting in stillness together. Gab also credits their six Mangona sheeps and the nearly 2500 chickens that keep them busy as a big part of their healing process. "They really are the heart of our business and they have given so much back to us," she says.

At the start of their farming journey, they were getting up before sunrise every morning for Lily, however, over the years their purpose has evolved to one that is centred around being part of the local food system and supplying their community with a good-quality product. As somewhat of a novelty to the people driving by, Jacqui and Gab have found great joy out of the reactions to their pasture-raised chickens. "People couldn't stop laughing, there is something about chickens that brings a smile to your face, you can't hear little kids yelling out to the dogs as mum and dad were driving past and from tooting and people waving with arms out the window, it was just the sweetest thing ever," says Gab.

Despite the enthusiasm from their customers, the ladies have had to define their place in the local farming community with many people not taking them seriously, however, this has been the least of their worries, as Jacqui expresses, "The biggest hurdle is that the economy isn't set up for small-scale farming. It's very difficult to do and make good money, your product sells out every week, but the margin is small. Even though their eggs are a 'premium product' and the retail price is higher, running a busy sustainable free-range egg farm is not a lucrative business. The ladies have had to supplement their income by renting out a studio at their home.

Regardless of the challenges, Jacqui and Gab have found a wonderful support system in the fellow female farmers of the area. "The women that we know in our community are brainstorming and troubleshooting and sharing how to move forward, kick goals and support one another," says Gab. The land they are leasing in Main Ridge, Victoria, is shared with two other female producers thanks to their land lady who is trying to create opportunities for people to get into farming, a path that is traditionally inherited down the family line.

98

The wisdom of nature

To see her dream come to fruition would likely make Lily very happy. Described by her mum as an optimist, Lily had few roles in her personality that have been woven into the farm. She was very generous and a basketballer, but she also worked at a hardware store. She was very down-to-earth, on weekends she would go camping and four-wheel driving, and unfortunately that's where we lost her, but she was with her friends and she was enjoying life at the time so that's a positive," says Jacqui.

Lily's adventures have become part of the pink and yellow branding of the Yolky Dokey Eggs. Gab and Jacqui also credit the colour of sunsets as another important part of their healing process. "Those colours came to epitomise our love for Lily and it became the colours of our Yolky Dokey cartons. We constantly had sunset-coloured flowers at home and we planted out a garden in those colours with lots of roses, perennials and fruit trees," says Gab.

It's a sense of awe that kept the women going during the toughest months. Working long hours meant that they got to witness every sunrise, every sunset, every full moon and every rainbow. Both are endlessly appreciative of their farm, their animals and the community for supporting this journey. "There will be days where the wind is howling, chickens are flying left, right and centre and the rain is coming down sideways. You're trying to get the eggs in before it all gets too bad or something major happens. But then all you need is one email or one phone call to say these are the best eggs I've ever eaten and it makes it all worth it," says Gab.



❶ "The constant change and movement of the seasons coming and going, that has given us the energy to keep going."
— Gab Banay

Lily's
Yolky Dokey
Eggs

