

Georgia Beattie

CEO of Bulla Park; Director of Australian Mushroom Growers Association; Non-Executive Director of Rowing Australia, Second Bite, and Australian Certified Organic; and Nuffield Scholar 2021, **MELBOURNE**

Georgia Beattie, Melbourne, is the CEO and founder of [Bulla Park](#) – Australia's largest and the nation's only organic mushroom farm. She is also a Director of the [Australian Mushroom Growers Association \(AMGA\)](#); Non-Executive Director of [Rowing Australia](#), [Second Bite](#), and [Australian Certified Organic](#). She also sits on the advisory board of [Law Squared](#), and is a Sustainability Committee Member of the National Farmers Federation.

As a new generation farmer, Georgia strove to find a new, and different way of farming that was more efficient, and sustainable. She chose to purchase a farm in 2015 with five goals – for the farm to be vertical, indoors, close to the city, organic, and with no animals.

Georgia specialises in high performance farming, embracing the use of technology and innovation, to achieve fast growth, and scale in agriculture.

She was recently recognised for her achievements in the Australian horticulture industry, as one of 10 finalists in the [2024 Corteva Agriscience Young Grower of the Year Award](#). This national award recognises outstanding achievement across all aspects of horticultural production, including growing, environmental management, staff management, and quality of produce, as well as grower commitment to innovation, and advancing the Australian horticulture industry.

Georgia commenced her professional career in the start-up arena, establishing the wine packaging business, Lupé Wines, in 2010. Prior to this, she spent time in the tech industry as CEO of Realstate.com.au's new venture, Spacely, as well as CEO of Startup Victoria.

Georgia completed her Bachelor of Business in Entrepreneurship at RMIT University, Melbourne, and Bachelor of Business Administration at Babson College, Massachusetts, USA. She next continued her education at the University of Melbourne, where she completed a Carbon Accounting course and Company Directors course at the Australian Institute of Company Directors.

She was awarded an International Nuffield Farming Fellowship in 2021. Her research focused on investigating secondary uses for spent mushroom compost (SMC) and its potential for use to create mushroom packaging, or regenerate soil in Australia. Her focus on diversity, sustainability and technology also earned Georgie the title of Organic Woman of the Year at the 2022 Australian Organic Industry Awards.

Bulla Mushrooms was recently awarded an AUD 490,000 grant to create a zero-waste mushroom facility to capture excess mushrooms grown on the farm, and turn them into dehydrated, high-



quality products that would otherwise be imported from overseas. The project will further enable Bulla Mushrooms to install a solar and small-scale wind farm to power the facility, helping to reduce emissions.

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To coordinate an interview with Georgia Beattie, please contact:

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