

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Monday, 15 September 2025

STARTUPS SECURE FUNDING FOR CIRCULAR FARMING SOLUTIONS

The Allan Labor Government is helping agricultural startups find smarter, more sustainable ways to farm – making the industry safer, cutting down on waste, and protecting the environment.

Minister for Agriculture Ros Spence today announced that two innovative Victorian AgTech startups – WoolGrow Australia and CForge – have each been awarded \$35,000 to help bring their circular agriculture solutions to market, following their impressive performances in the CivVic Labs Circular Agriculture Challenge.

Delivered by LaunchVic, Victoria's startup agency and supported by Agriculture Victoria, 10 startups took part in a six-week intensive workshop, receiving \$15,000 in equity-free funding, expert mentorship, and tailored guidance to refine their ideas and deliver practical outcomes.

The program concluded with a showcase pitch event, where two standout startups were awarded an additional \$35,000 to further develop and commercialise their prototypes.

WoolGrow Australia is an agri-innovation business repurposing low-value coarse crossbred wool into high-performance, biodegradable pellets that nourish soil, conserve water, and support a healthier planet.

CForge is focused on making climate action and the circular economy financially attractive to horticulture farmers by providing on-farm solutions that turn unsellable produce into valuable products, reducing waste, emissions, and costs while creating new revenue streams.

The next CivVic Labs challenge is geared towards Victorian startups looking to transform tourism, hospitality and events experiences within Victoria, particularly focusing on regional destinations.

For more information on AgTech for startups and businesses, visit agriculture.vic.gov.au/farm-management/agtech/agtech-for-startups-and-businesses/support-agtech-in-victoria-for-startups

Quotes attributable to Minister for Agriculture Ros Spence

"We're helping farmers roll out smarter, more resilient farming systems that make the most of every resource and help them thrive for generations to come."

"By reusing materials, it helps farmers operate more efficiently while protecting the environment."

Quote attributable to LaunchVic CEO, Dr Kate Cornick

"The number of startups in Victoria's AgTech industry has more than doubled since 2020 – and thanks to programs like CivVic Labs founders can test, refine and launch their businesses – driving startup growth, attracting investment, and positioning Victoria as a hub for innovation."