



GEN EGG PROFILE: KATE MASON

Kate Mason was a 19-year-old student when she bought 150 chickens to run a side business on her husband's family farm in 2005.

Fast forward 18 years and something that was originally intended to keep Kate busy on the farm and earn some pocket money has become a genuine passion.

Kate and her husband Rhyce now run Mason's Family Farm - an egg and food brand that originally started out as Katie Joy's in Western Australia.



Over time, both the business and family have grown. Kate and Rhyce have five children aged between three and 17 - all of whom debuted in the chicken sheds in a newborn carrier - and are still very much a part of the family operation.

Eggs are not the only specialty on the Kojonup property, 300km south of Perth in WA. The Masons also grow, process and package organic oats for the retail market, carry out grain clearing and have merino ewes for wool and cross bred lamb production. In 2021 the business was expanded further with the purchase of a second farm just 30 minutes from Perth.



Image: Kate Mason educates WA kids about hens and eggs

Kate's says her favourite part of the business *"is the marketing, connecting with consumers and understanding the evolving demands and expectations of the food we produce as farmers."*

Along the way there have been many opportunities to learn and engage in the egg industry. In 2011, a Certificate IV in egg production was a great learning experience.

In 2012, Kate was awarded a Nuffield scholarship to study how other countries were connecting with their consumers.

A Woolworths business scholarship in 2014 provided valuable insight into the Australian retail sector and winning national egg farmer of the year in 2015 presented excellent networking opportunities across all agricultural industries for the business.



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