



The Seedy Sister Newsletter 2nd April 2026

Welcome to our very first newsletter of 2026!
It's been an amazing start to the year, and there's plenty of exciting news to share.
For those who are new to our community, a quick introduction.

My name is Jane Webb, and I took ownership of The Seedy Sister in August last year. It has been a life-changing experience - definitely more challenging at times than I thought it would be, but one that I have been thoroughly enjoying.

I grew up on the Sunshine Coast, but I left after high school to live and work overseas before returning to Australia.

I worked as an Early Childhood Teacher and Educator for many years, before settling into administration roles in Central Queensland for the past 6 years. I am really enjoying living back on the Sunshine Coast, and the fantastic lifestyle it has to offer.

Since purchasing the business, we have been focusing on strengthening from the ground up, and have developed an amazing team, who have been incredibly supportive and we are all looking forward to the new initiatives that we are rolling out in the coming months.



An Amazing start to 2026!

It's hard to believe that Easter is almost here!
We kicked off 2026 by returning to Kawana Farmers Market after an 18-month hiatus, and the response has been nothing short of amazing.
The level of support from the community has been incredible, and it's been a genuine pleasure reconnecting with familiar faces while also welcoming new customers into our community.

We continue to also attend the Yandina Country Markets each Saturday and at Noosa Farmers Market on alternate Sundays.

We were also attending Redcliffe Farmers Market on Sundays; however, I've made the difficult decision to step back from Redcliffe for now. While it wasn't an easy call, it's the right move for the business at this stage.

We valued our time at Redcliffe and are working on being able to return on a more sustainable, long-term basis later in the year.



The Seedy Sister VIP Loyalty Program

One of our most exciting initiatives that we've launched recently is our new VIP Loyalty Program—designed to reward our customers for every purchase.

Members earn 1 point for every \$1 spent, and once you reach 100 points, you'll receive a \$5 voucher to use on future purchases.

Vouchers can be redeemed at our weekend markets or online by signing in with the same email and phone number used to join the program.

We'll also be rolling out exclusive offers and promotions available only to Loyalty Program members—adding even more value over time.

If you haven't joined yet, onboarding is quick and seamless. Simply speak with our team at the markets or sign up via our website to start earning rewards straight away.

For our Customers that were part of the previous Loyalty Program on our website, your points have now been transferred to the new program, and are available to use both at the market and online.



Now Delivering Australia Wide

We're pleased to announce that The Seedy Sister now offers Australia-wide delivery across our full product range.

Orders are shipped via Couriers Please, Aramex, or Australia Post, giving you reliable and flexible delivery options wherever you're located.

There's no minimum order requirement—simply enter your address at checkout to calculate shipping.

Orders placed before 2pm Tuesday are dispatched the same week (subject to stock availability and courier schedules). Orders received after this cut-off will be processed and shipped the following week.

As a Sunshine Coast-based small business, we also offer free local delivery for orders over \$80 within the Sunshine Coast LGA.

Eligible orders placed before 2pm Tuesday are typically delivered the same week, generally on Wednesday or Thursday depending on location and logistics.

For added convenience, customers can also:

- Collect from our Coolum warehouse, usually within 24 hours of ordering. You'll receive a text message once your order is ready to arrange collection.
- Select Market Pick-Up from our weekend markets for orders placed before 3pm Thursday.

If you have any questions or need support selecting the best delivery option, we encourage you to get in touch—our team is here to help.



New Products and Stock Updates

We've been working closely with our local suppliers to continue strengthening our range of high-quality organic wholefoods. As part of this, we're pleased to introduce a number of new products, alongside replenishing many of our customer favourites.

New to the range:

Almond Butter – 300g

Chef's Choice Certified Organic Baked Beans – 400g (also available in 12 packs)

Chef's Choice Certified Organic Coconut Milk – 400g (also available in 12 packs)

Chef's Choice Certified Organic Diced Tomatoes – 400g (also available in 12 packs)

Chef's Choice Certified Organic Passata – 690g (also available in 12 packs)

Black Sesame Seeds

Instant Yeast

Organic Seed & Nut Salad Mix

Premium Sulphur-Free Grapple (Red & Green Dried Apple)

GF Oats – Anzac Biscuits (Pack of 10)

GF Oats – Organic Oats (500g)

GF Oats – Quick Oats (500g & 1kg)

GF Oats – Pancake Mix (500g)

Spray-Free Local Olive Oil

Dark Chocolate Strawberries

Dark Chocolate Coffee Beans

All new products are now live on our website.

To make navigation easier, we've introduced a dedicated 'New Products' category, or you can locate items quickly via the search function on the homepage.

Out of Season / Currently Unavailable

Due to seasonal availability and supply constraints, the following products are temporarily unavailable:

Organic Inca Berries

Organic Mung Beans (crop failure - check website for non-organic option availability)

Organic Mung Dahl (non-organic option still available)

Biodynamic Medium Brown Rice

Organic Puffed Brown Rice (expected June 2026)

Organic Black Turtle Beans

Organic Whole Grain Wheat

French (Puy) Lentils

We're actively working with our suppliers to reinstate stock as soon as possible. If there's a specific product you're looking for, please reach out to our team at info@theseedysister.com.au and we'll do our best to assist.



Grow with us: Join The Seedy Sister Wholesale Program

We're opening the door for small businesses to partner with The Seedy Sister through our new Wholesale Program.

This initiative gives you direct access to our exclusive wholesale platform—designed to streamline ordering and provide competitive, wholesale-only pricing across our full product range. It's a practical, scalable way to strengthen your product offering while aligning with a trusted organic brand.

If you're looking to expand your range with high-quality, in-demand products, this is a strong opportunity to add value to your business.

To express your interest or request an application form, please contact our Business Development Manager:

Ashleigh Aston

[✉ wholesale@theseedysister.com.au](mailto:wholesale@theseedysister.com.au)

Website Updates & Feedback

You may have noticed a number of updates to our website over the past couple of months. This has been an ongoing project as we continue to refine functionality, improve user experience, and better showcase our product range.

There's more to come, and we'll continue rolling out enhancements as time allows.

We value practical, constructive feedback from our customers—particularly if you've encountered any issues or errors.

If you have suggestions or notice anything that needs attention, we'd greatly appreciate you letting us know so we can continue to improve via email at info@theseedysister.com.au



Our Seedy Sister Recipe

And finally, we will be introducing a featured recipe in our newsletter each fortnight - showcasing practical ways to use our premium organic range. These recipes will be available on our website for easy access, and we'll also be creating Recipe Packs that include the ingredients in a convenient pack at a discounted rate.

With ANZAC Day approaching, we're launching this series with a fresh take on a true Australian staple — a healthier version of the classic ANZAC biscuit.

Healthy ANZAC Biscuits

½ cup Natural Almond Meal

½ cup Organic Rolled Oats

1 cup Desiccated Coconut

pinch salt

1 tsp Baking Powder

½ tsp Ground Cinnamon

2 tbsp butter

⅓ cup Maple Syrup

1 tbsp Peanut Butter

1. Preheat oven to 140-150°C and line a baking tray with paper.
2. In a medium sized bowl combine the almond meal, oats, coconut, salt, baking powder and cinnamon.
3. Gently heat the butter, peanut butter and maple syrup in a small saucepan until melted and combined.
4. Add the wet ingredients to the dry and mix thoroughly.

5. Take tablespoons of the mixture and flatten into round circles on the tray.
6. Cook for 25-35 minutes, depending on your oven.
7. Remove from the oven and leave on the tray for 5 minutes, then transfer to a wire rack to cool.

Adapted from: wendyswaytohealth.com/anzac-biscuits



We are planning on sending out our newsletter on a fortnightly basis to keep you informed and connected. We're always looking to add value, so if there's anything you'd like to see included, we welcome your input.

Constructive feedback is a key driver for our continuous improvement, and we genuinely appreciate any insights on how we can enhance our products, service, or overall offering.

Please feel free to reach out directly at info@theseedysister.com.au

I'd also like to take this opportunity to sincerely thank you for your ongoing support and encouragement since taking over the business. It's been an exciting journey so far, and we're looking forward to sharing the next phase of growth with you.

We look forward to seeing you at the markets or during our delivery rounds.

Jane & The Seedy Sister Team

