

New Zealand Extracts Ltd – triumphs and challenges

11 lessons from 11 years of taking NZ natural ingredients to the world

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Lesson 1: Location, location...



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Lesson 2: NZ does have a reputation as a source of quality produce



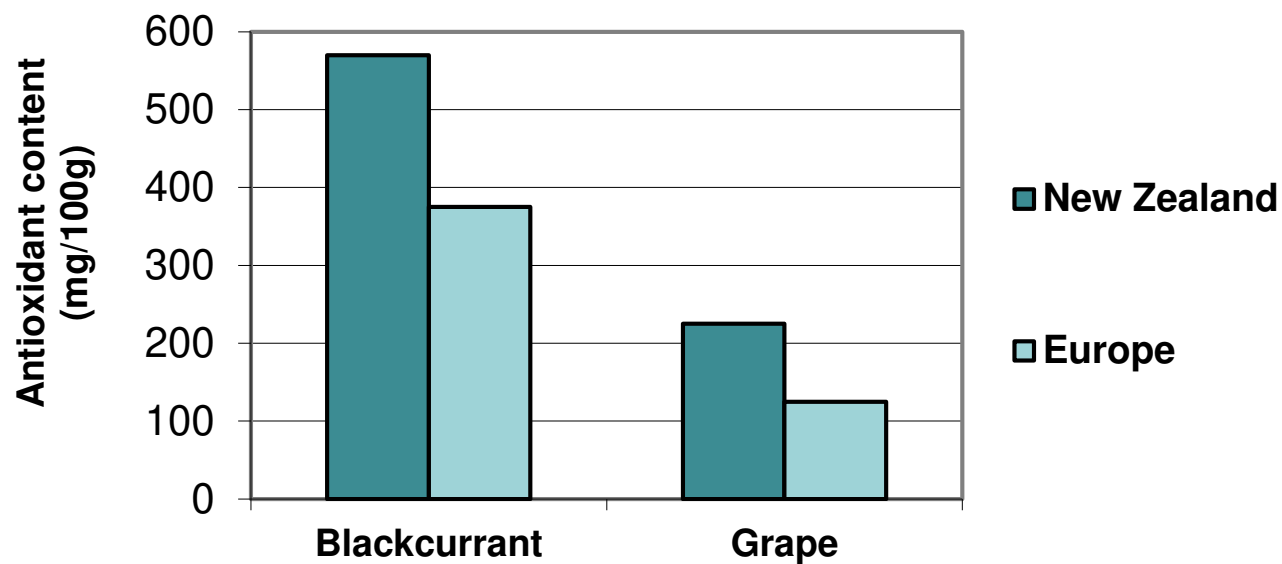
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... location!!



Only Marlborough

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280 000 tonnes



280 million bottles



70 000 tonnes

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New Zealand Extracts Limited – incorporated 17th May 2005



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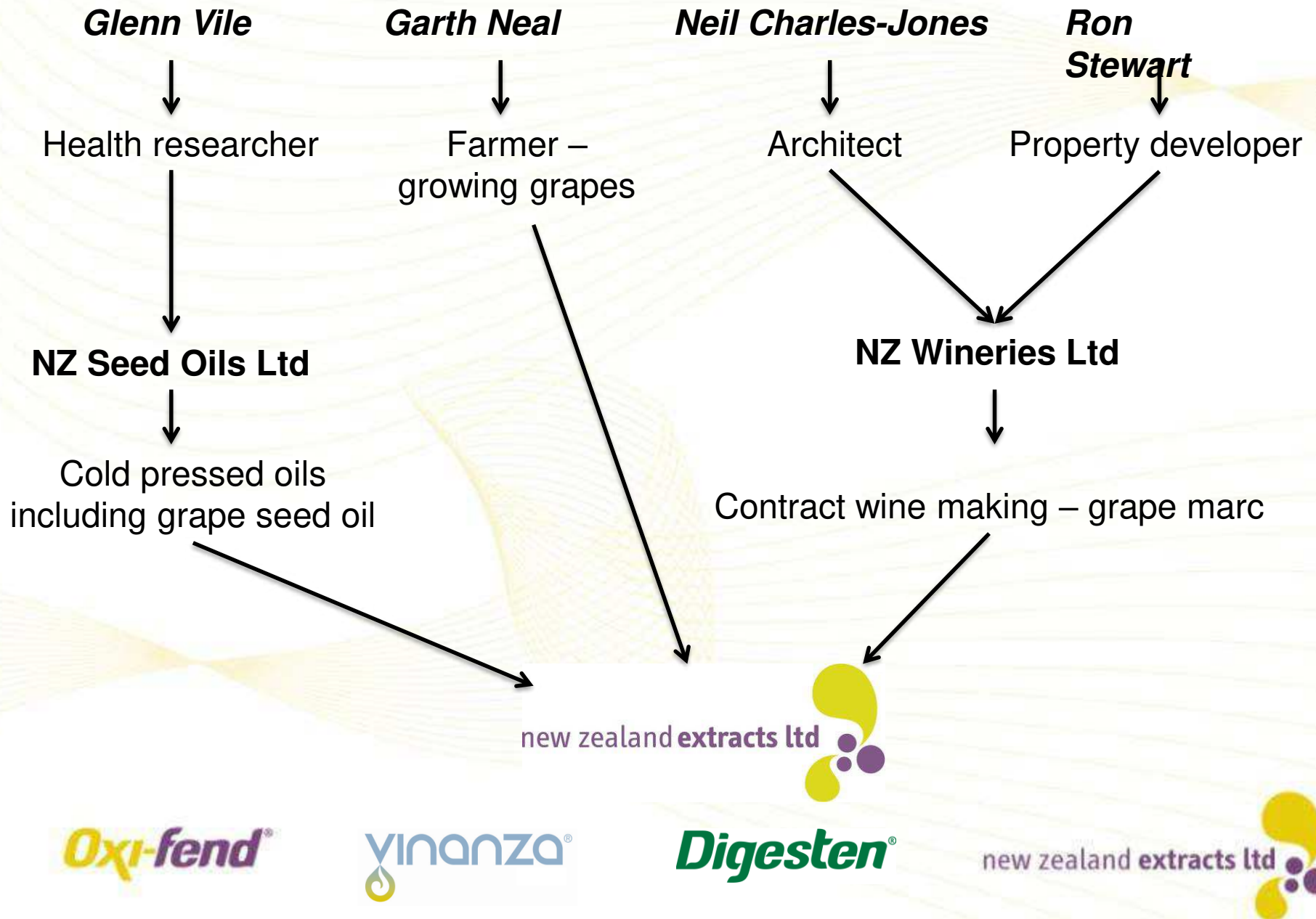
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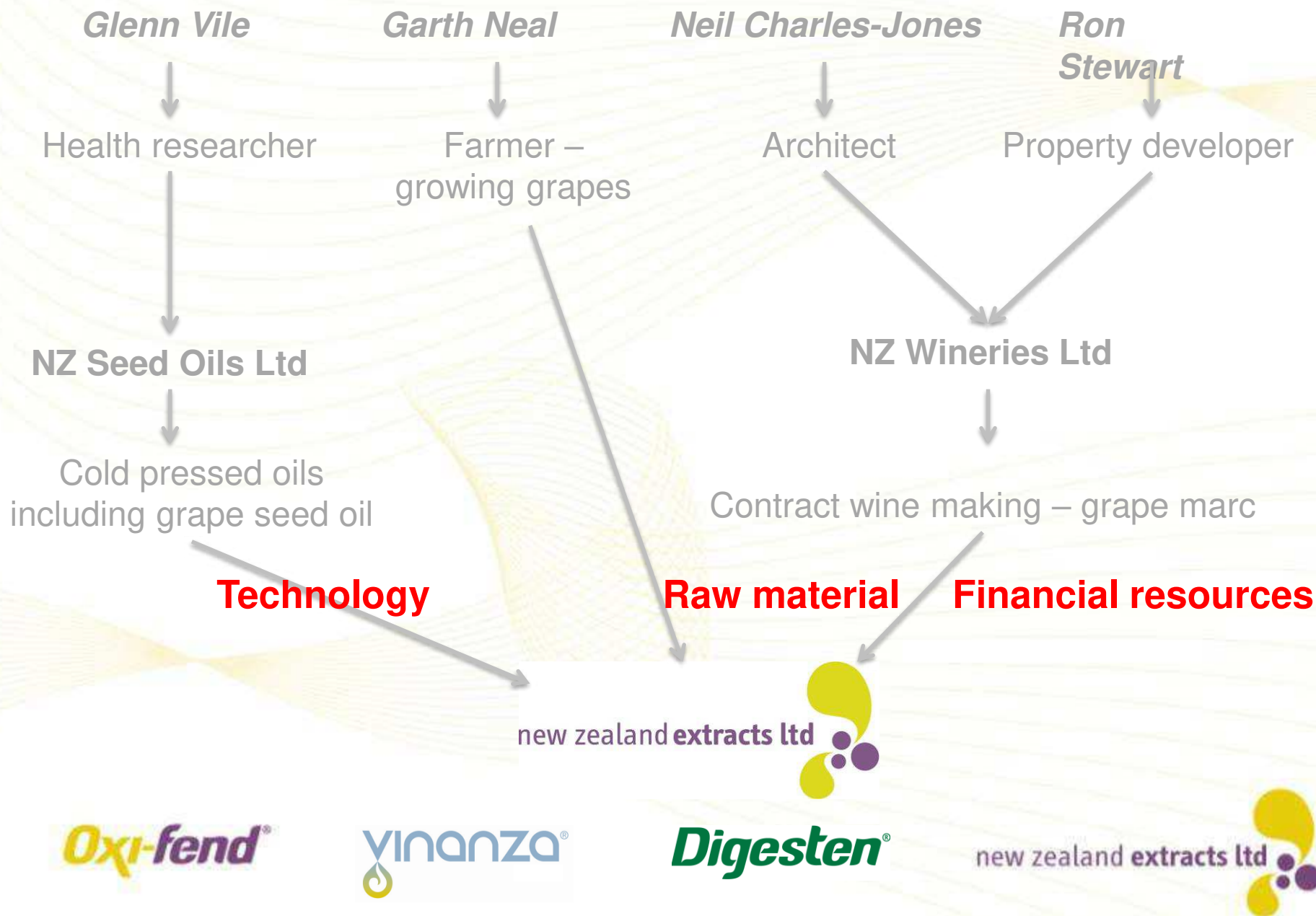
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Lesson 3: Its all about the people

- Pioneers
- Risk takers
- Diversity of skills and resources



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Lesson 4: Learning what consumers want



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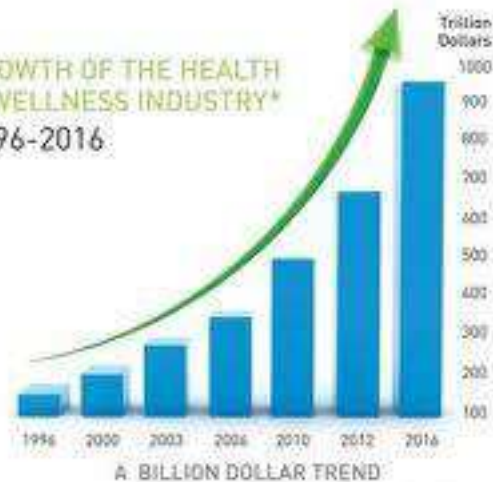
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Lesson 5: Check the market

GROWTH OF THE HEALTH
& WELLNESS INDUSTRY*
1996-2016



*Chart Source: courtesy of Paul Zane (PZ) economist

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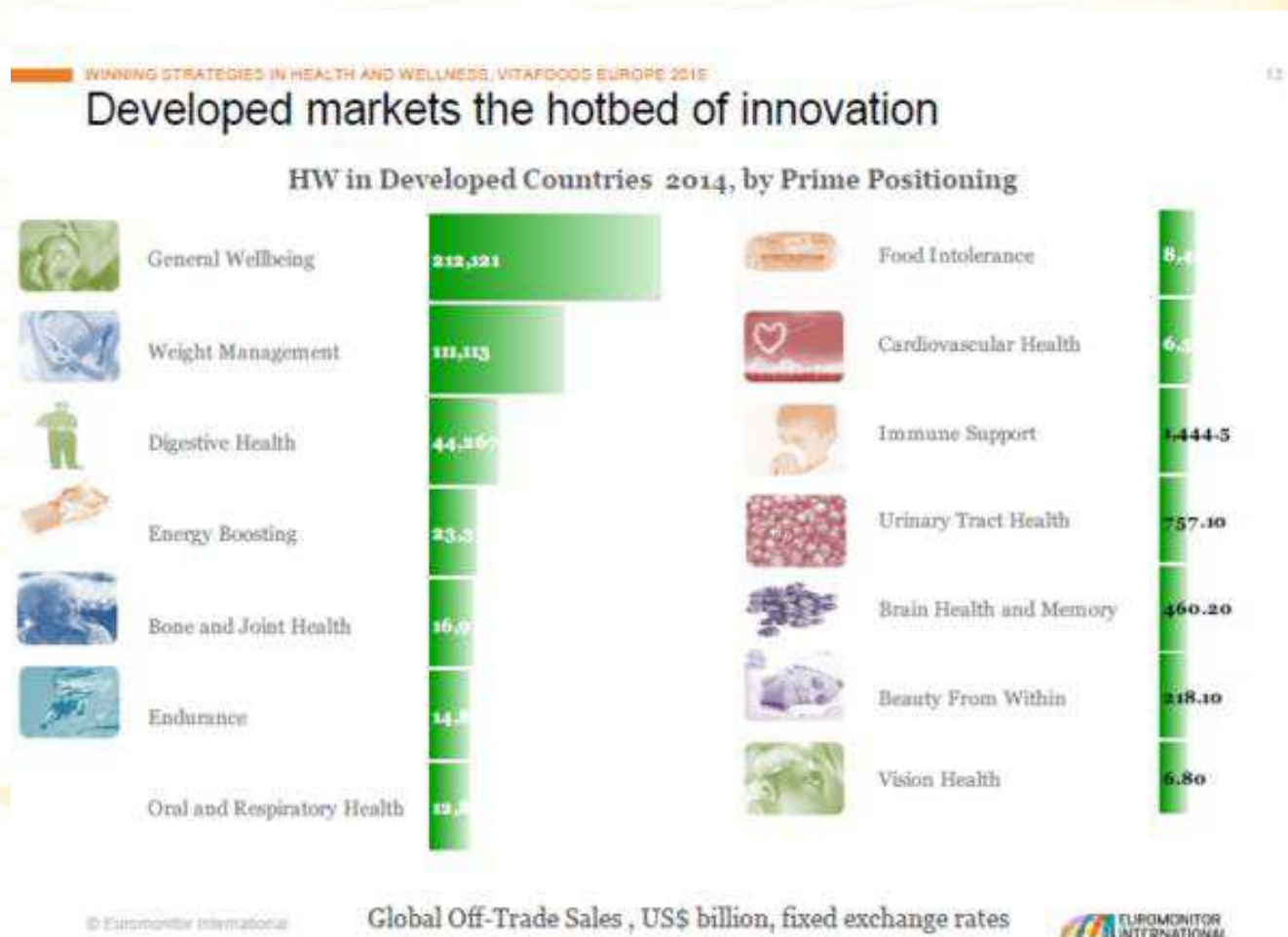
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Lesson 5: Check the market



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Lesson 6: Check the science

Effect of polyphenol-rich grape seed extract on ambulatory blood pressure in subjects with pre- and stage I hypertension.

Br J Nutr. 2013 Dec;110(12):2234-41.

Red grape seed extract improves lipid profiles and decreases oxidized low-density lipoprotein in patients with mild hyperlipidemia.

J Med Food. 2013 Mar;16(3):255-8.

The effect of grape-seed extract on 24 h energy intake in humans.

Eur J Clin Nutr. 2004 Apr;58(4):667-73.

Effect of a novel dietary supplement on skin aging in post-menopausal women.

Eur J Clin Nutr. 2006 Oct;60(10):1201-6.



Lesson 6: Check the science

Conclusion: Grape derived products can deliver “*General wellbeing*”

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Lesson 7: Check the market - pricing



Grape seed extract

US \$10-20 / Kilogram (FOB Price)

1 Kilogram (Min. Order)

Place of Origin: CN; Baoji Oasier Bio-Tech Co., Ltd.

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Lesson 8: To deliver a commercially successful grape derived ingredient product NZEL would need to add value.



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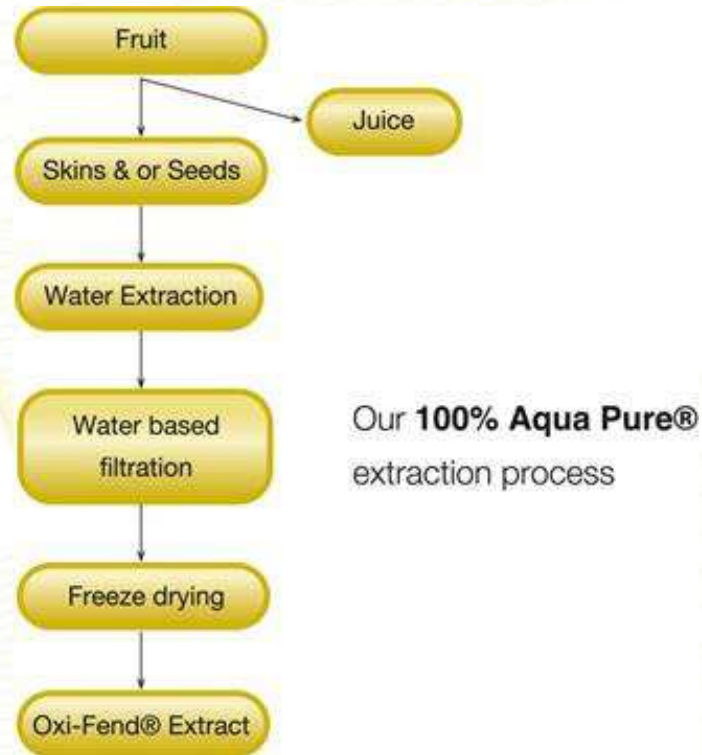
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Adding value

Step 1: Development of a unique process



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Development of a unique process - 100% Aqua Pure®



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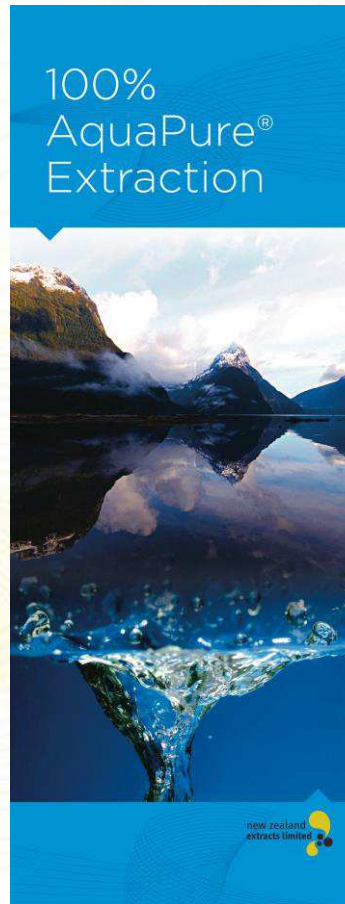
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Lesson 9: Building on NZ's global reputation for being pure and green



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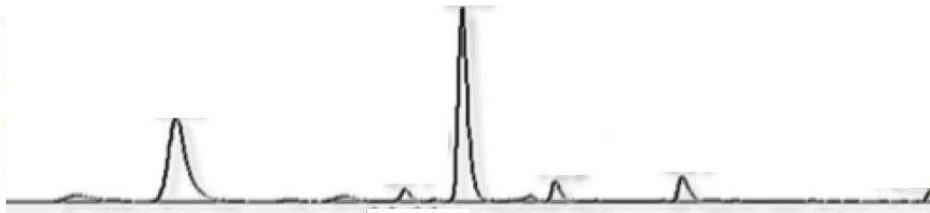
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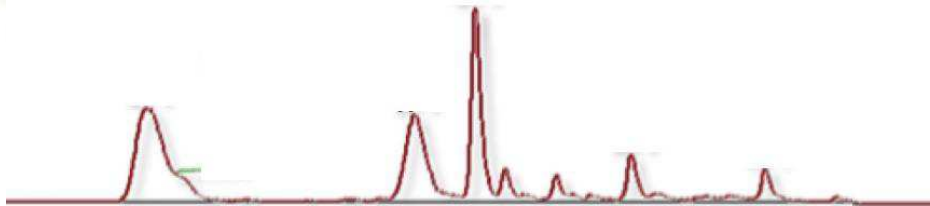


Adding value

Step 2: Development of a unique product



Industry standard grape seed extract



NZEL 100% Aqua Pure® grape seed extract

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Adding value

Step 3: Branding

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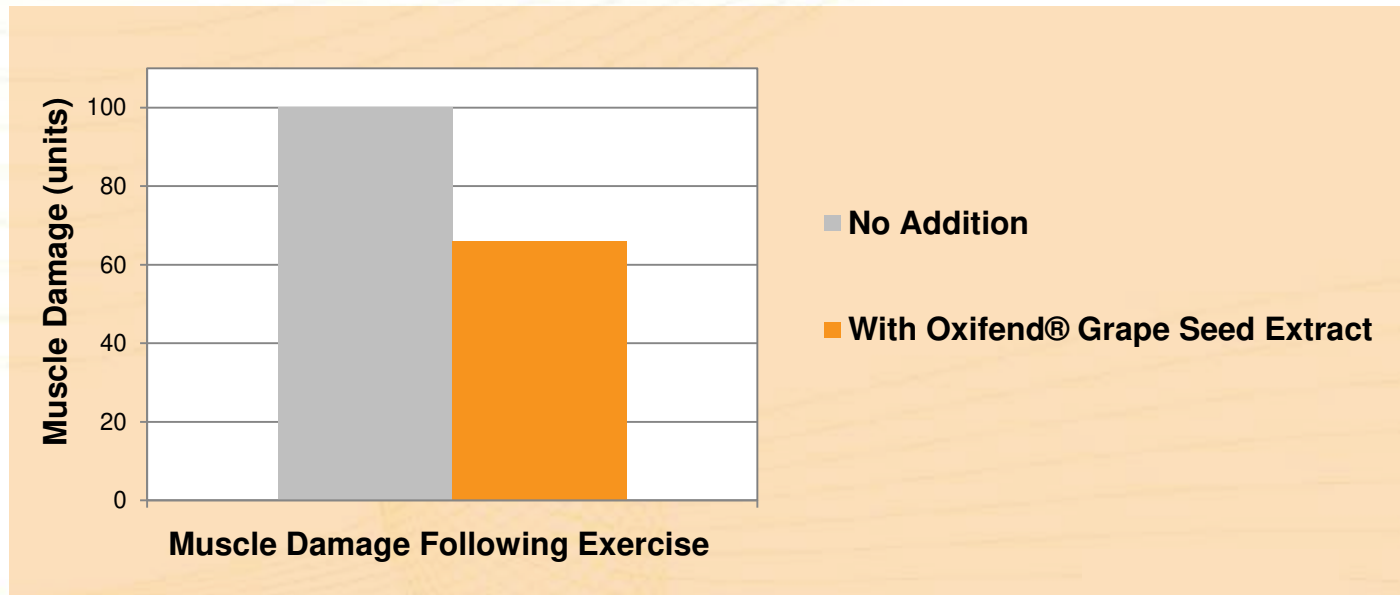
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Adding value

Step 4: Proof of efficacy



HortResearch

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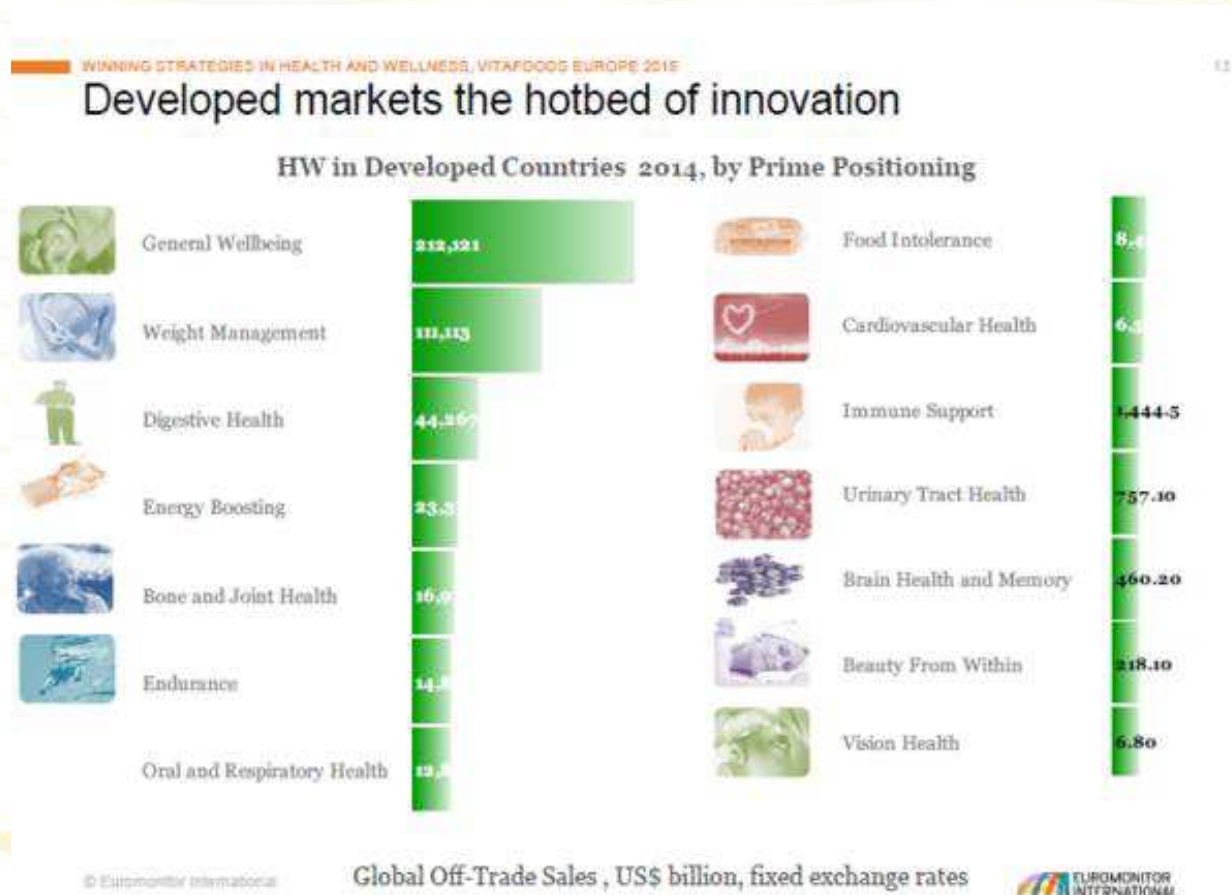
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Lessons learnt – example 2



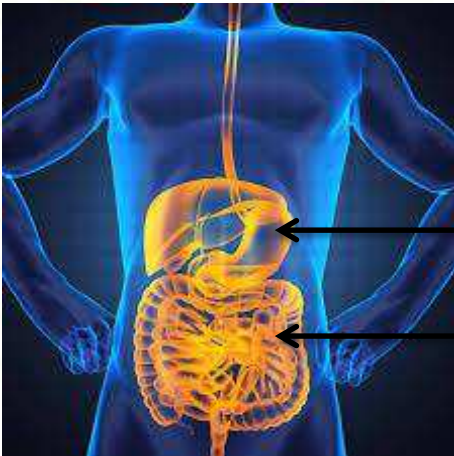
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Digestive health is largely a function of the ability of the gut to break down ingested food

- 1. Digestive enzymes – particularly proteases
- 1. Bacteria

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NZ has a reputation as a source of quality produce



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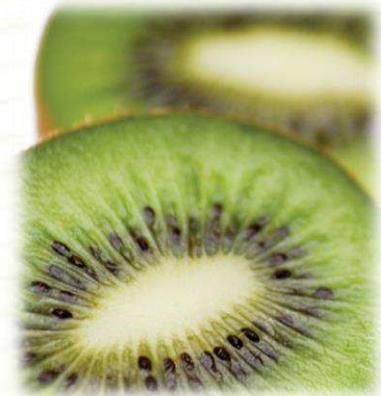
Checking the science

Kiwifruit promotes laxation in the elderly

Rush EC, Patel M, Plank LD, Ferguson L,R *Asia Pac J Clin Nutr.* **2002**;11: 164

Increasing dietary fiber intake in terms of kiwifruit improves constipation in Chinese patients

Chan AO, Leung G, Tong T, Wong NY, *World J Gastroenterol,* **2007**; 12: 4771



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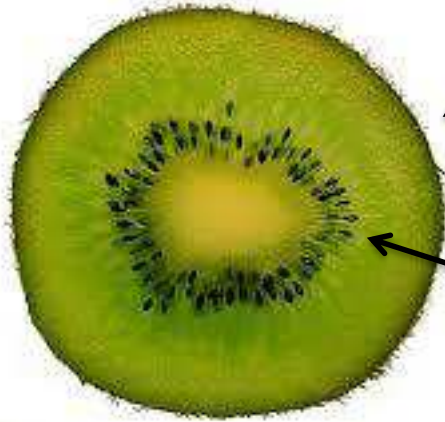
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Checking the science



Skin – soluble fibre and phenolics

Pulp - actinidin (protease enzyme)

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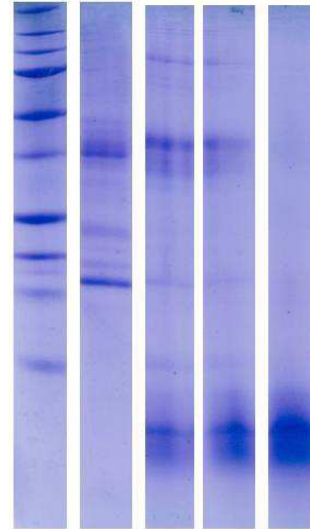
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Adding value

Kiwifruit pulp enzyme extract - enhances digestion of proteins



BEEF 30 minutes

Lane 1: Ladder

Lane 2: Protein only

Lane 3: Pepsin

Lane 4: Pepsin & Kiwi 1.7mg/ml

Lane 5: Pepsin & Kiwi 3.4mg/ml

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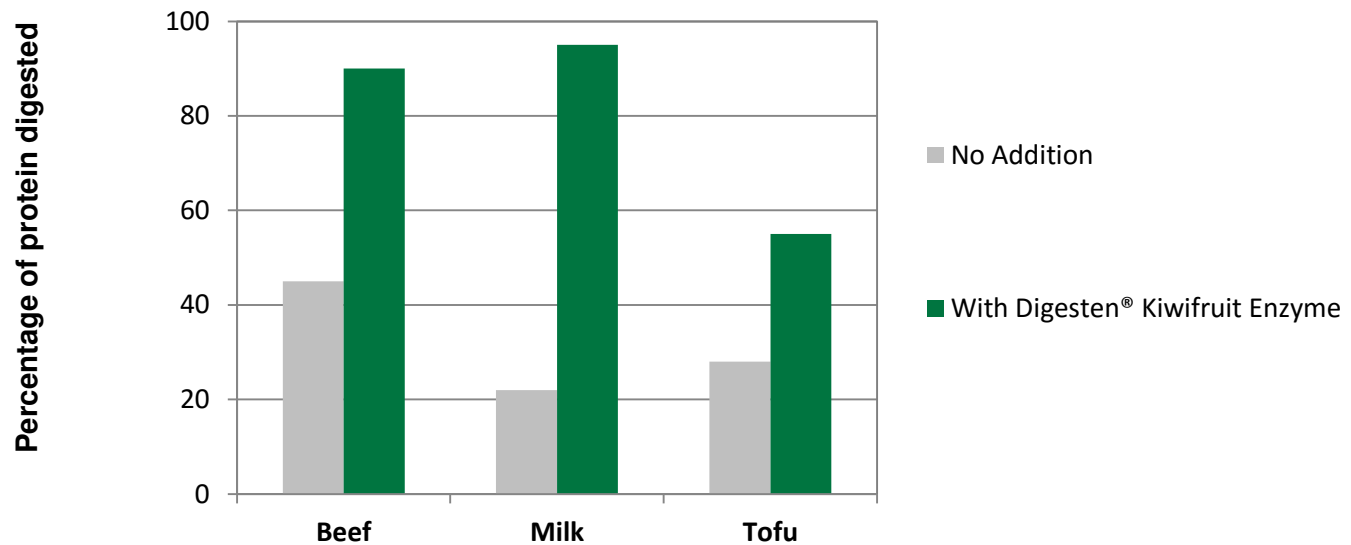
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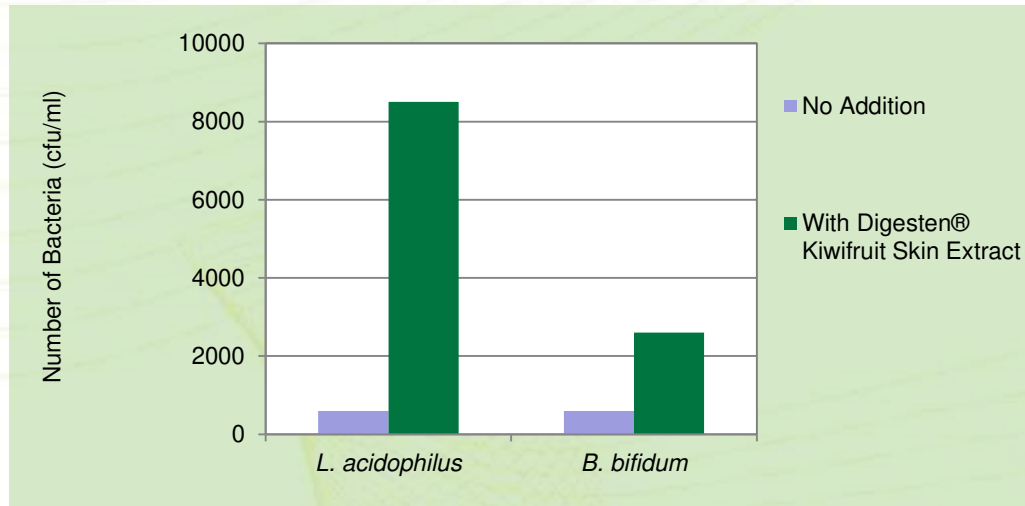
Adding value

Kiwifruit pulp enzyme extract - enhances digestion of proteins



Adding value

Kiwifruit skin extract - enhances growth of healthy gut bacteria



Adding value

Kiwifruit Complex – clinical trial

Asia Pac J Clin Nutr 2015;24(3):421-429



Encapsulated green kiwifruit extract

Encapsulated green kiwifruit extract: a randomised controlled trial investigating alleviation of constipation in otherwise healthy adults

Encapsulated green kiwifruit extract (EKGFE) is a natural, non-pharmaceutical product that has been shown to be effective in alleviating constipation in otherwise healthy adults. The product is made from a combination of green kiwifruit extract and a proprietary blend of natural ingredients. It is available in a convenient, easy-to-take capsule form.



THE UNIVERSITY
OF AUCKLAND

NEW ZEALAND

Te Whare Wānanga o Tāmaki Makaurau

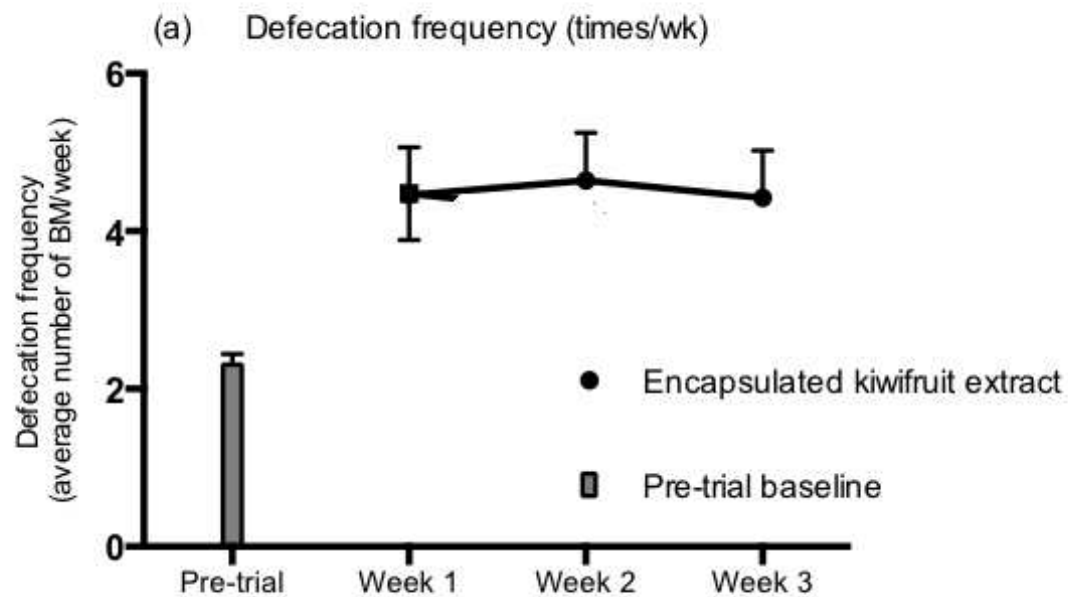
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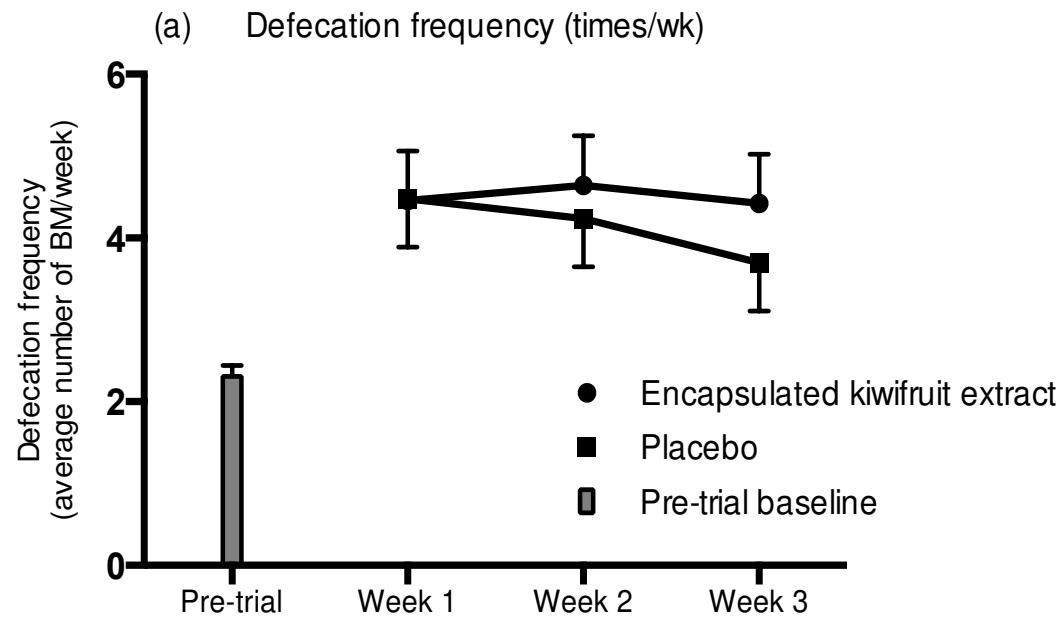
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Lesson 10: Science can be risky...

... and is expensive



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Plant & Food
RESEARCH
RANGAHAU AHUMĀRA KAI



CallaghanInnovation
BUSINESS TECHNOLOGY SUCCESS

Lesson 11: NZ is well supplied with experts



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So... where has New Zealand Extracts Ltd got to today

- 1. Exporting and selling domestically innovative natural ingredients**



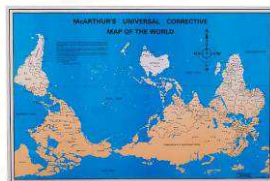
- 1. About to move into a new production facility**
- 2. Getting closer to the customer**



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Lessons from the NZEL journey



Location

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Lessons from the NZEL journey



Location



Iconic quality raw materials

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Lessons from the NZEL journey



Location



Iconic quality raw materials



People

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Lessons from the NZEL journey



Location



Iconic quality raw materials



People



Know the market

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Lessons from the NZEL journey



Location



Iconic quality raw materials



Know the science



Know the market



People

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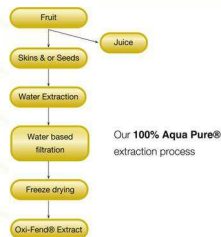
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Lessons from the NZEL journey



Adding value



Location



Iconic quality raw materials



Know the science



Know the market



People

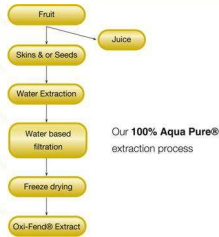
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Lessons from the NZEL journey



Adding value



Location



Iconic quality raw materials



Know the science



Know the market



People

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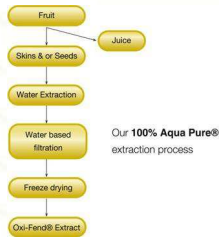
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Lessons from the NZEL journey



Adding value



Location



Iconic quality raw materials



Know the science



Know the market



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