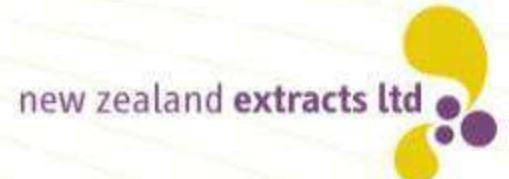


New Zealand Extracts Ltd – triumphs and challenges

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



Lesson 1: Location, location...



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

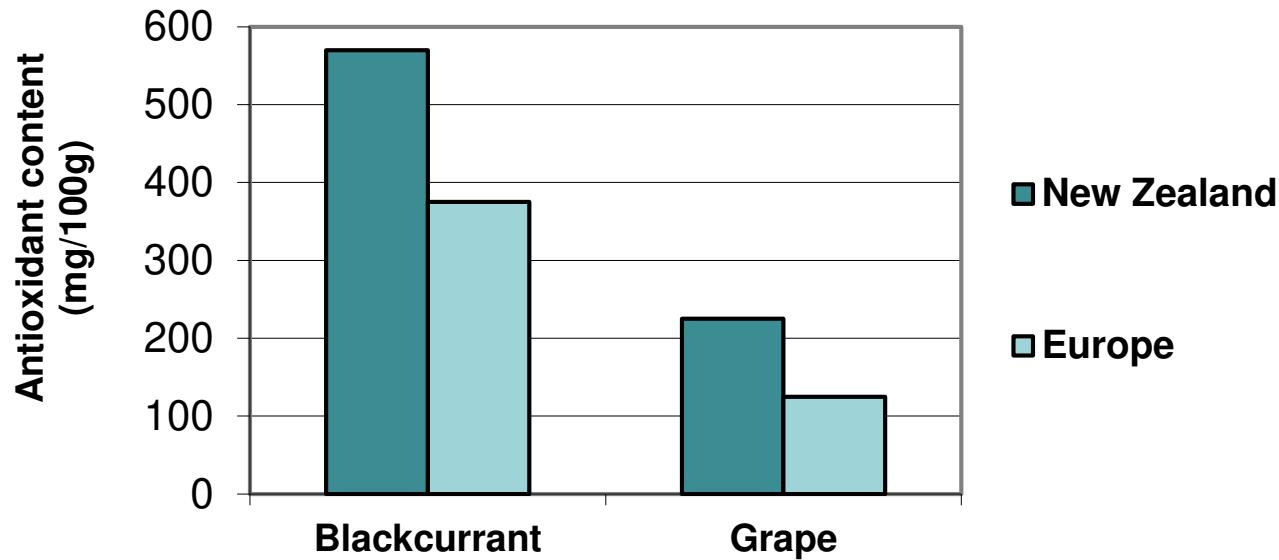


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... location!!



 Only Marlborough

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yinanza®

Digesten®

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280 000 tonnes



280 million bottles



70 000 tonnes

Oxi-fend®

vinanza®

Digesten®

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New Zealand Extracts Limited – incorporated 17th May 2005



+



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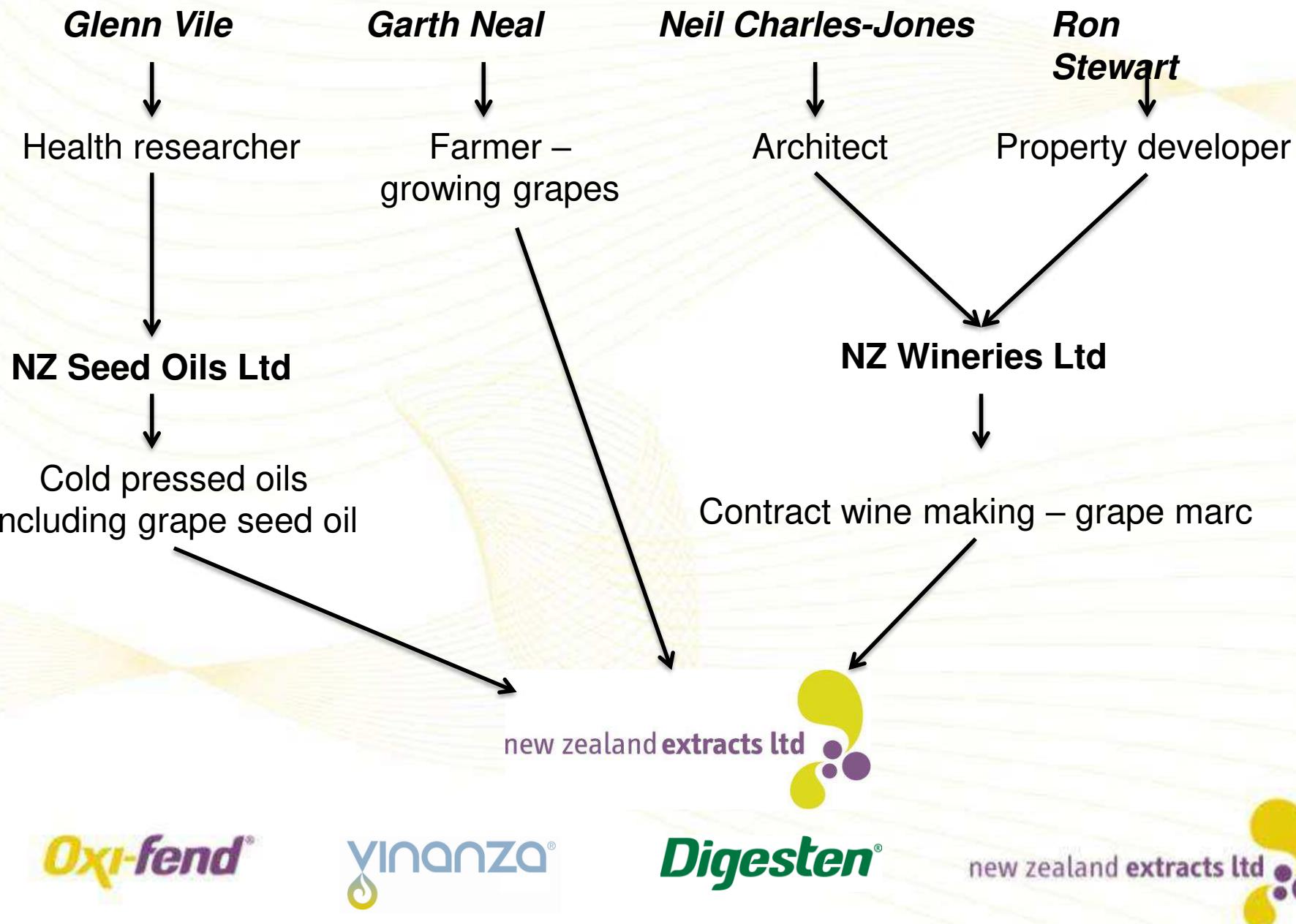
Oxi-fend®

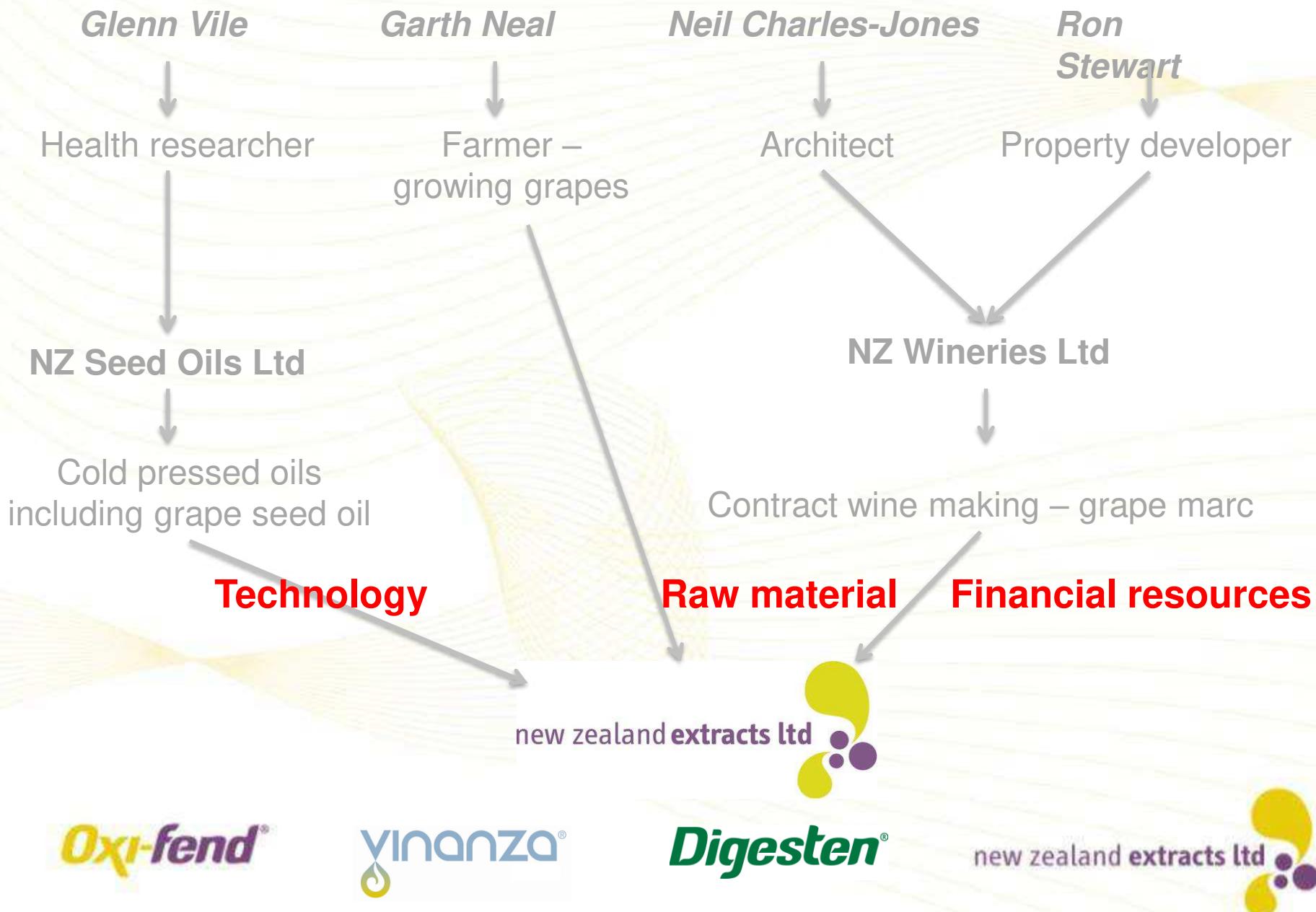
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Lesson 3: Its all about the people

- Pioneers
- Risk takers
- Diversity of skills and resources



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Lesson 4: Learning what consumers want



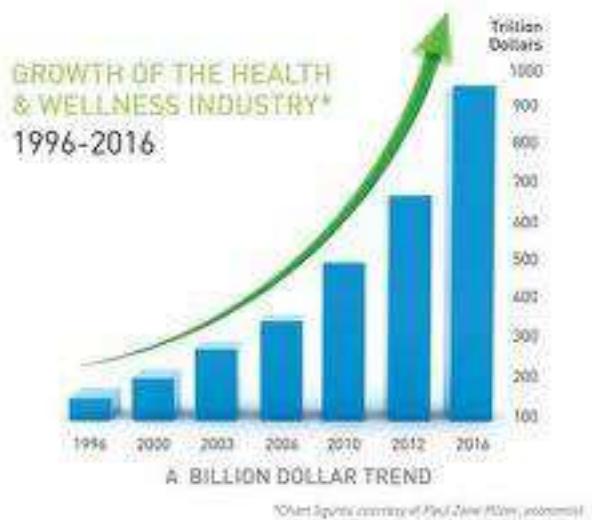
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Lesson 5: Check the market



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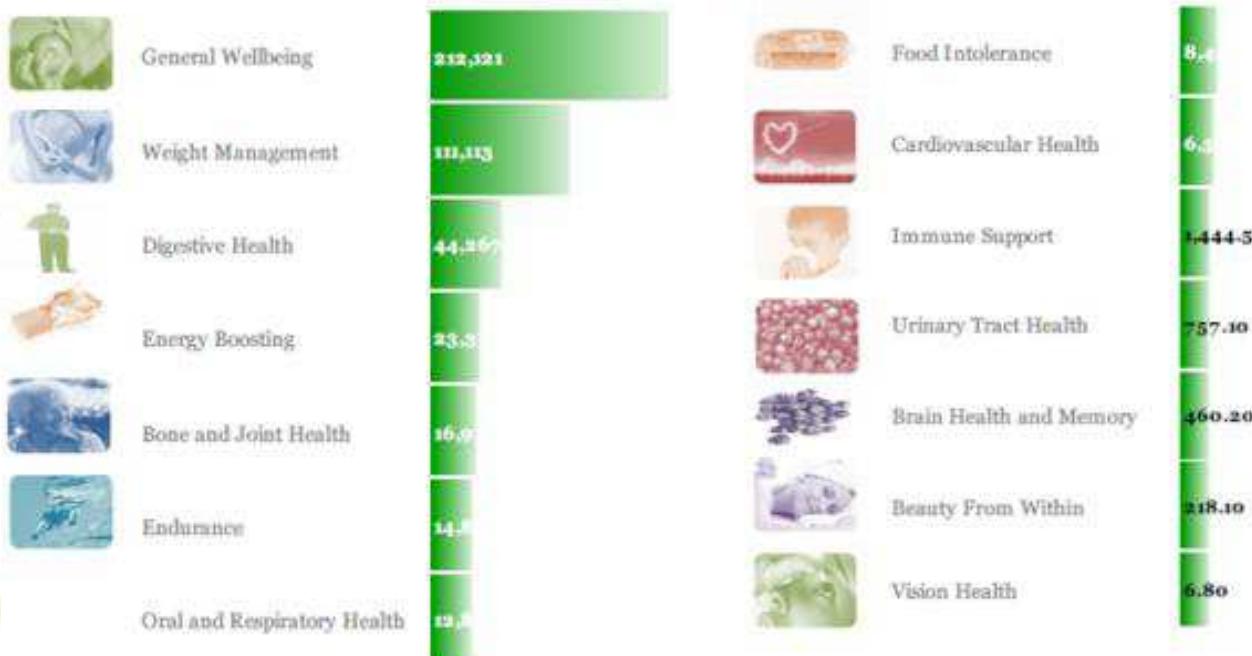
Lesson 5: Check the market

WINNING STRATEGIES IN HEALTH AND WELLNESS, VITAFOODS EUROPE 2015

1.2

Developed markets the hotbed of innovation

HW in Developed Countries 2014, by Prime Positioning



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Global Off-Trade Sales , US\$ billion, fixed exchange rates

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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.



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



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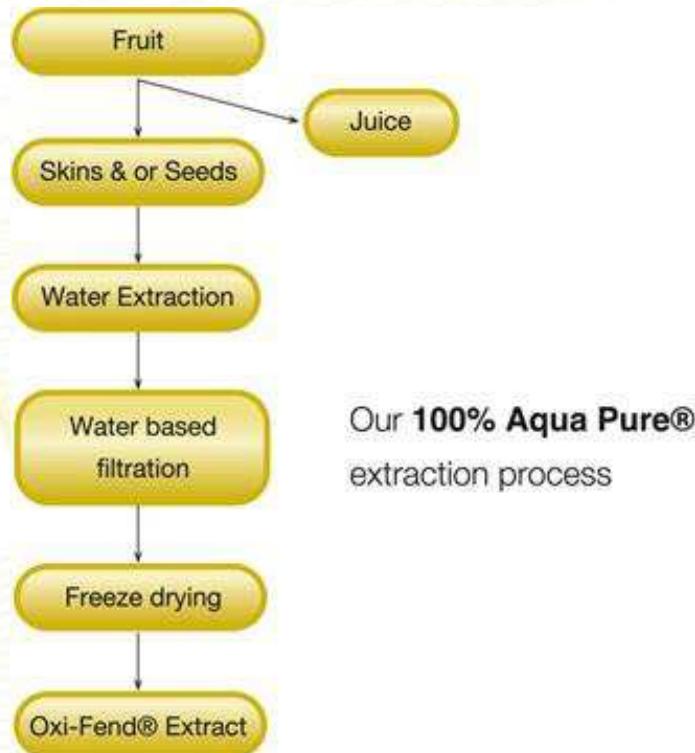
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Adding value

Step 1: Development of a unique process



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Development of a unique process - 100% *Aqua Pure®*



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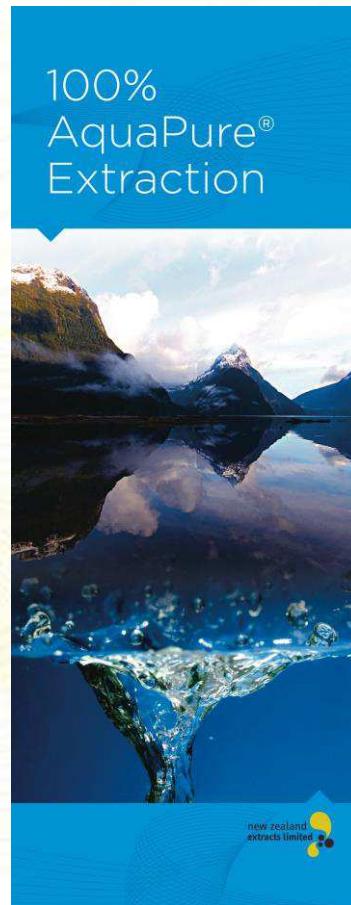
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Lesson 9: Building on NZ's global reputation for being pure and green



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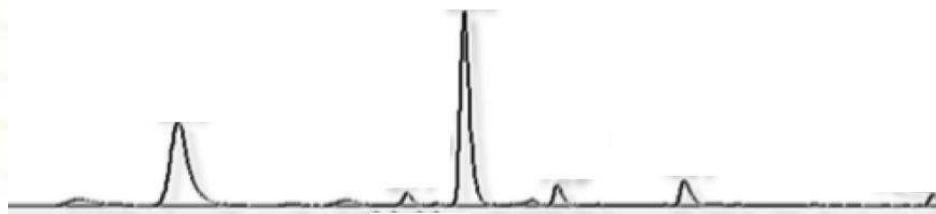
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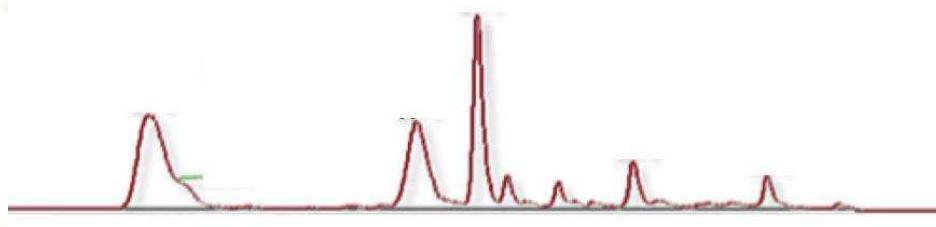
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Adding value

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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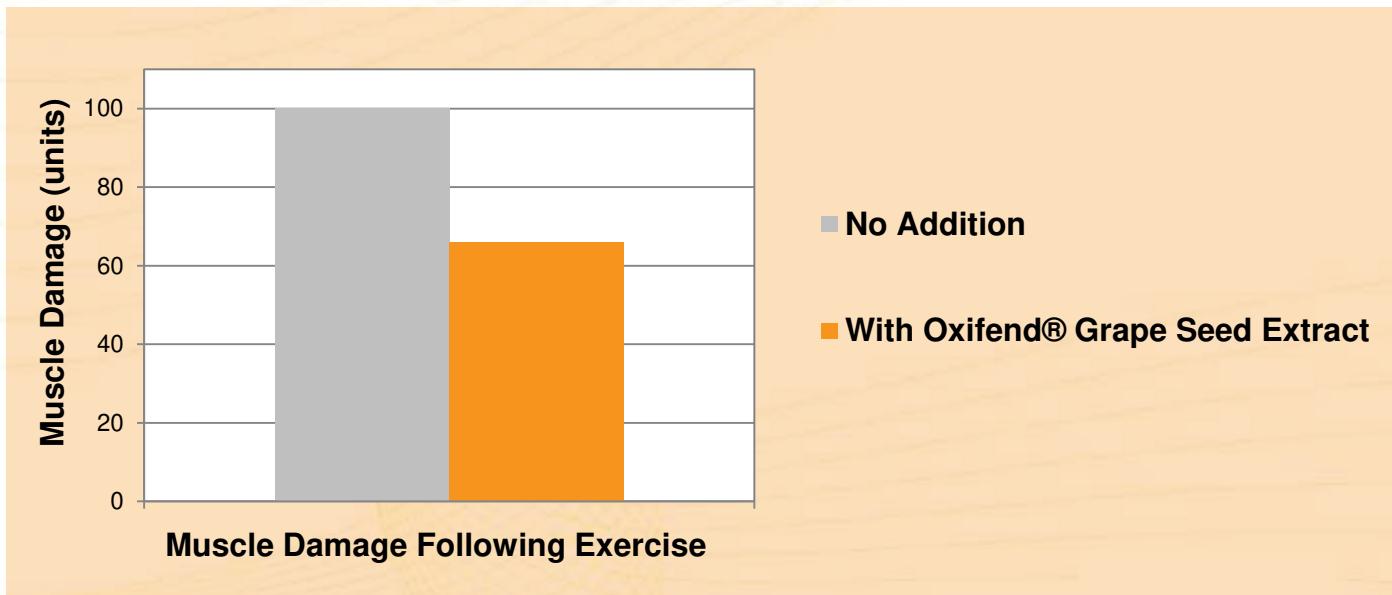
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Adding value

Step 4: Proof of efficacy



HortResearch

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Lessons learnt – example 2

WINNING STRATEGIES IN HEALTH AND WELLNESS, VITAFOODS EUROPE 2015

13

Developed markets the hotbed of innovation

HW in Developed Countries 2014, by Prime Positioning



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Global Off-Trade Sales , US\$ billion, fixed exchange rates

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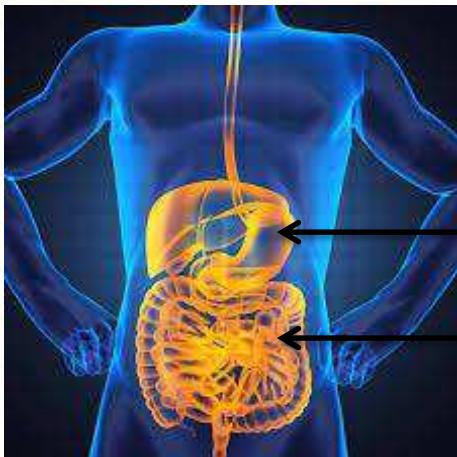
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Digestive health is largely a function of the ability of the gut to break down ingested food

1. Digestive enzymes – particularly proteases
1. Bacteria



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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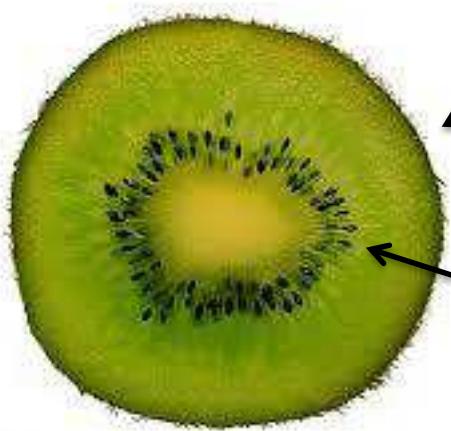
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Checking the science



Skin – soluble fibre and phenolics

Pulp - actinidin (protease enzyme)

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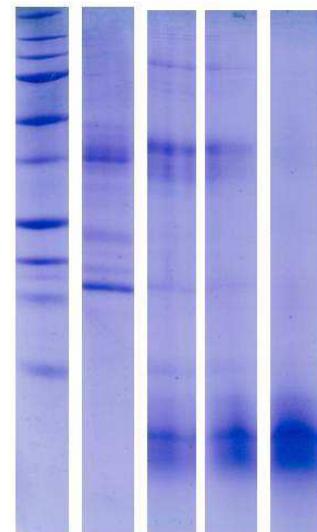
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Adding value

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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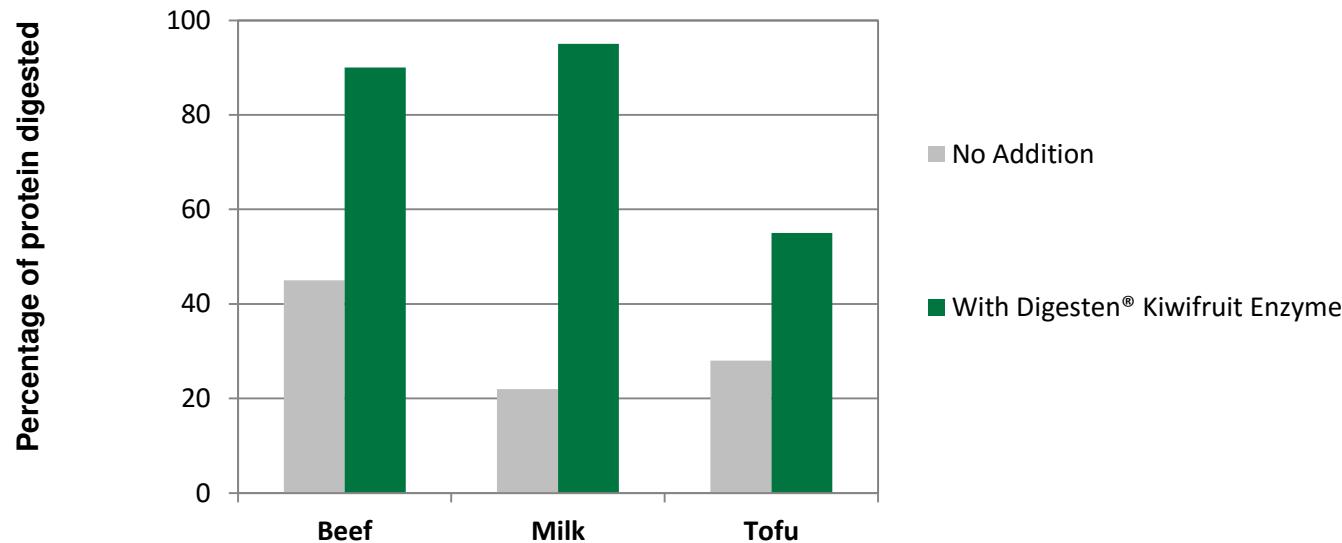
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Adding value

Kiwifruit pulp enzyme extract - enhances digestion of proteins



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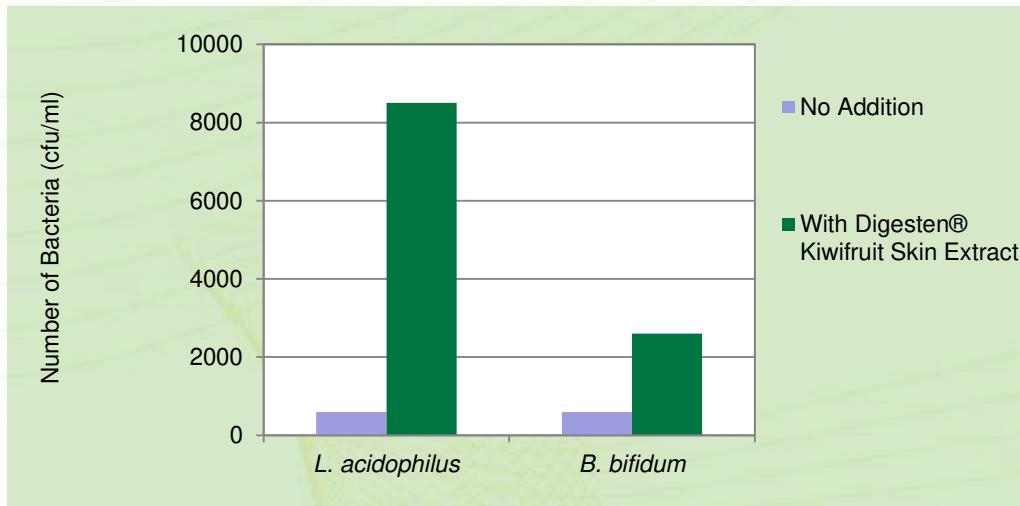
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Adding value

Kiwifruit skin extract - enhances growth of healthy gut bacteria



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Adding value

Kiwifruit Complex – clinical trial

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



Dr. Mark R. Coates, PhD

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

• Encapsulated green kiwifruit extract (EKG) is a natural source of dietary fiber and polyphenols
• EKG has been shown to improve bowel function in healthy adults



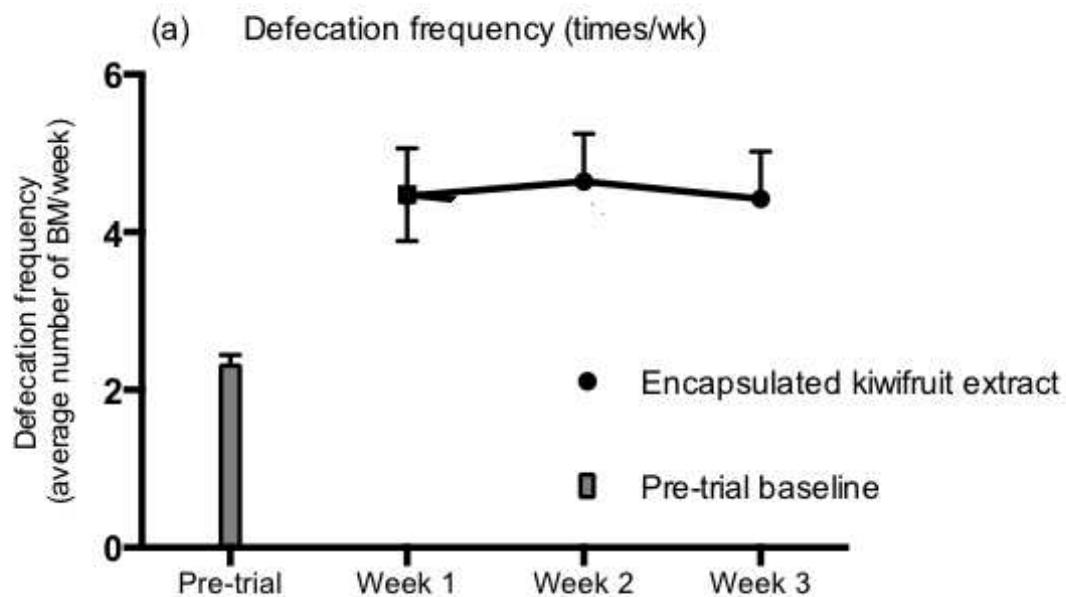
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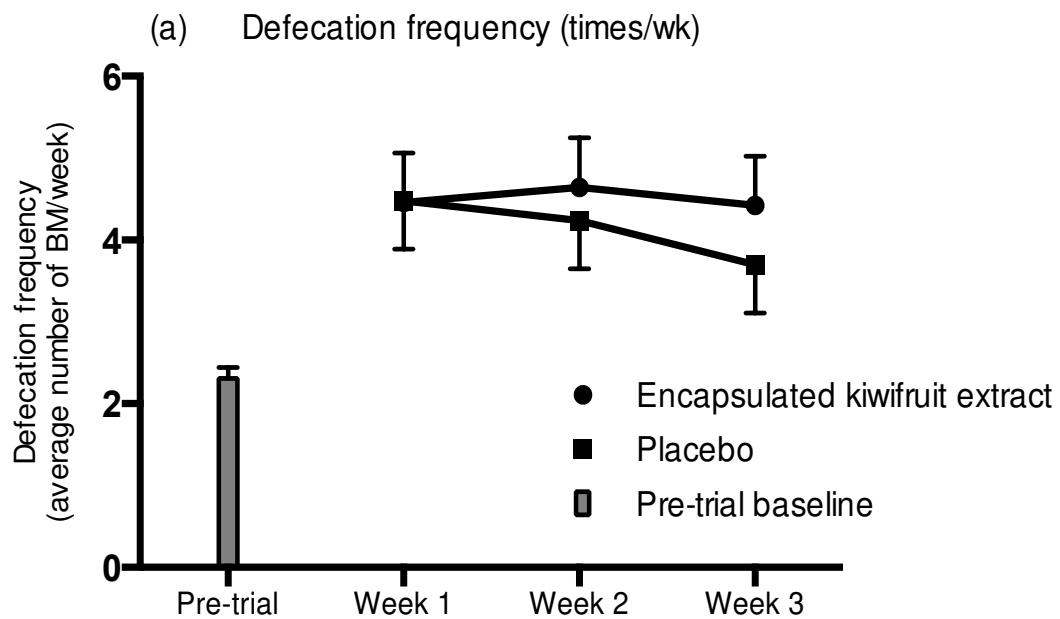
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Lesson 10: Science can be risky...

... and is expensive



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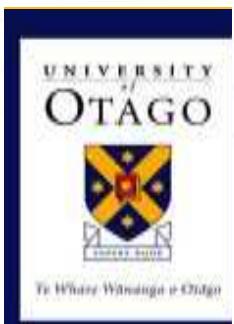
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Lesson 11: NZ is well supplied with experts



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



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



Know the market



People

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Lessons from the NZEL journey



Location



Iconic quality raw materials



Know the science



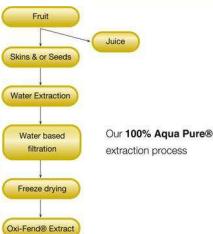
Know the market



People



Lessons from the NZEL journey



Adding value



Location



Iconic quality raw materials



Know the science



Know the market



People

Lessons from the NZEL journey



Adding value



Know the science



Location



Iconic quality raw materials



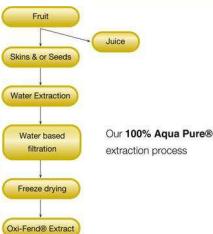
Know the market



People



Lessons from the NZEL journey



Adding value



Know the science



Location

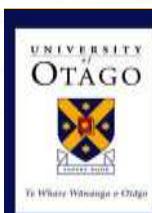


Iconic quality raw materials



Know the market

People



Pernod Ricard





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