



# Aotearoa - from food to health and nutrition solutions

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Andy Elliot

<https://www.linkedin.com/in/andy-elliott>

“Reaching people with an authentic, emotional story behind a product that is made in a sustainable and transparent way from healthy communities. This could be the key to making nutritious foods, extracts, ingredients and formulated offerings the backbone of our Aotearoa export future.”





**NUFFIELD**

NEW ZEALAND  
FARMING SCHOLARSHIPS


Global vision,  
leadership and  
innovation

## Exporting Aotearoa – NZ

A new business model for nutrition and health focused export companies.







How can Aotearoa food producers gain more export value, connect with their consumers in-market, and provide solutions to the problems we face..... all at the same time?



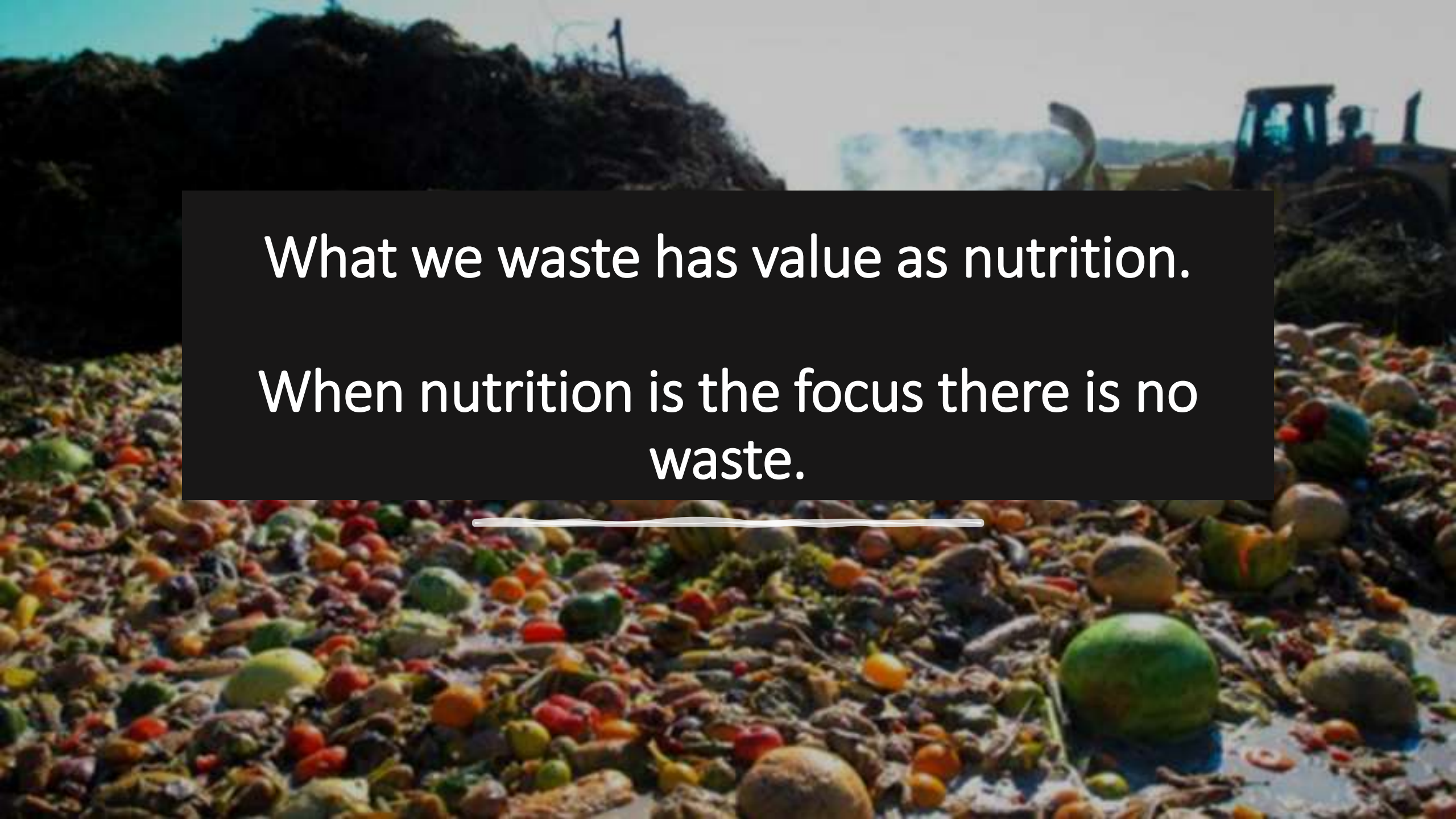
# FOOD FASHION

Nutrition is neither a fashion or a fad.

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It is the key to our physical health, our mental health and our wellbeing.





What we waste has value as nutrition.  
When nutrition is the focus there is no  
waste.

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# Grass-fed message won't sell NZ products but health benefits could

Esther Taunton • 06:00, Jun 08 2019



KIERAN SCOTT/STUFF

## Health claims will sell goods

by Richard Rennie



## Nutrition: the export goldmine



**Agriculture**  
Esther Taunton

New Zealand's "clean, green, grass-fed" message isn't unique and exporters should instead focus on the nutritional benefits of their food products, Andy Elliot says.

Elliot spent much of last year studying the business models of New Zealand producers and exporters as part of the Nuffield agricultural scholarship pro-

grams a day outside and their products are marketed as grass-fed, too.

"We're in direct competition with them and some of them are much bigger players in the global market than us.

"So unless we do more to differentiate ourselves, we won't get ahead."

He believed tackling global health and nutrition challenges could be the way forward.

"The way we have been producing our food during the last 50

and pushing them to market wasn't working and more needed to be done to anticipate what overseas consumers wanted.

"You can spend a lot of time on the development of a product but it's worth nothing if it's not what consumers want.

"In New Zealand the food products we produce and design are largely for ourselves, our culture and our needs and wants.

"We then transition those domestic offerings to our export markets but the markets are not



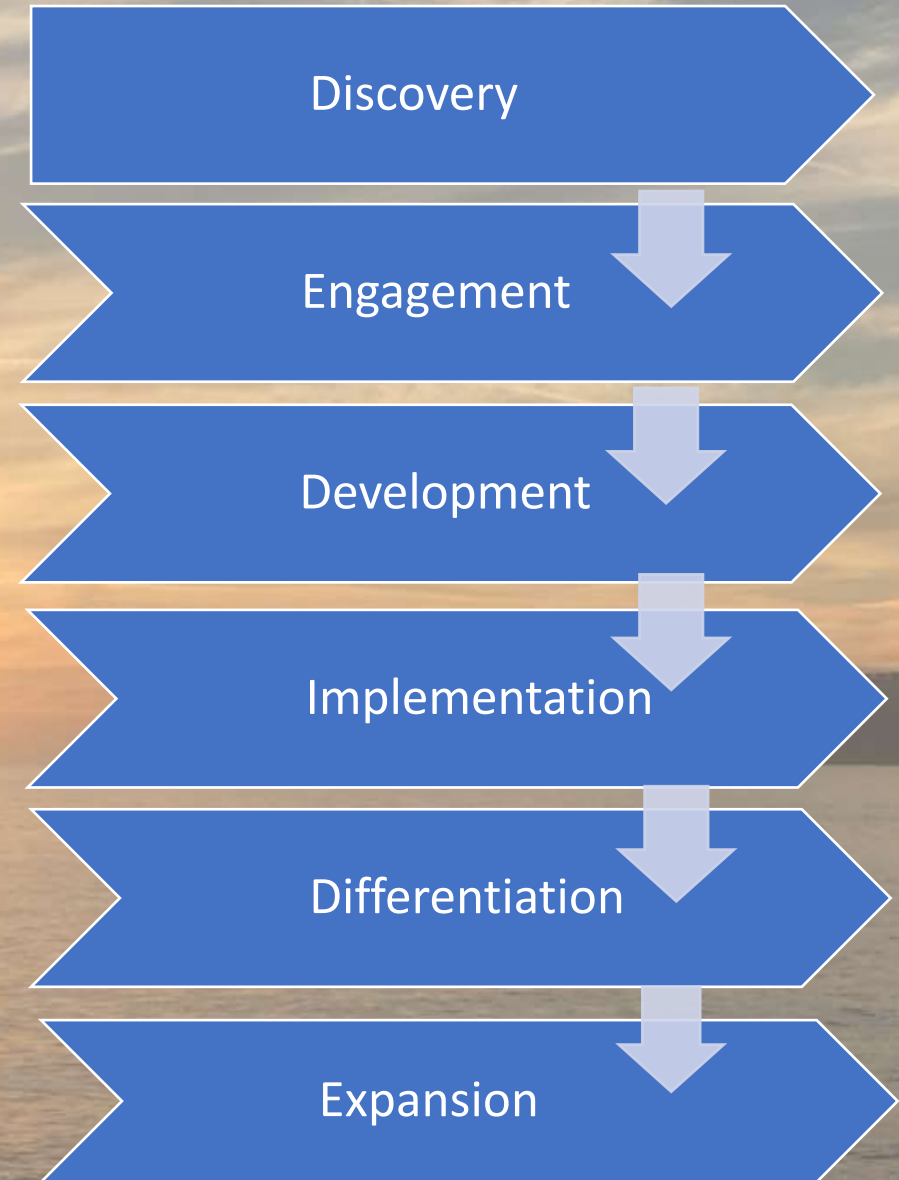
# Horizontal Business Model

**A transition from food producers to exporters of health and nutrition.**

**The model allows growth in both directions to occur simultaneously.**


**The business model focuses on being the pivot point or connection between**

- **supply and demand or**
- **production and consumer**



# Are you asking the right questions?

1. Is the purpose of the business to create a customer?
2. What problem does the customer have?
3. What solutions can I offer to that customer?
4. Can I work with that customer to develop the solution?



“If I know that the consumer demand and technology is changing, that Global health is in decline, what would be the form of product that you would take to market?”

I cannot answer this.....  
because I don't know the  
problem I'm solving.”

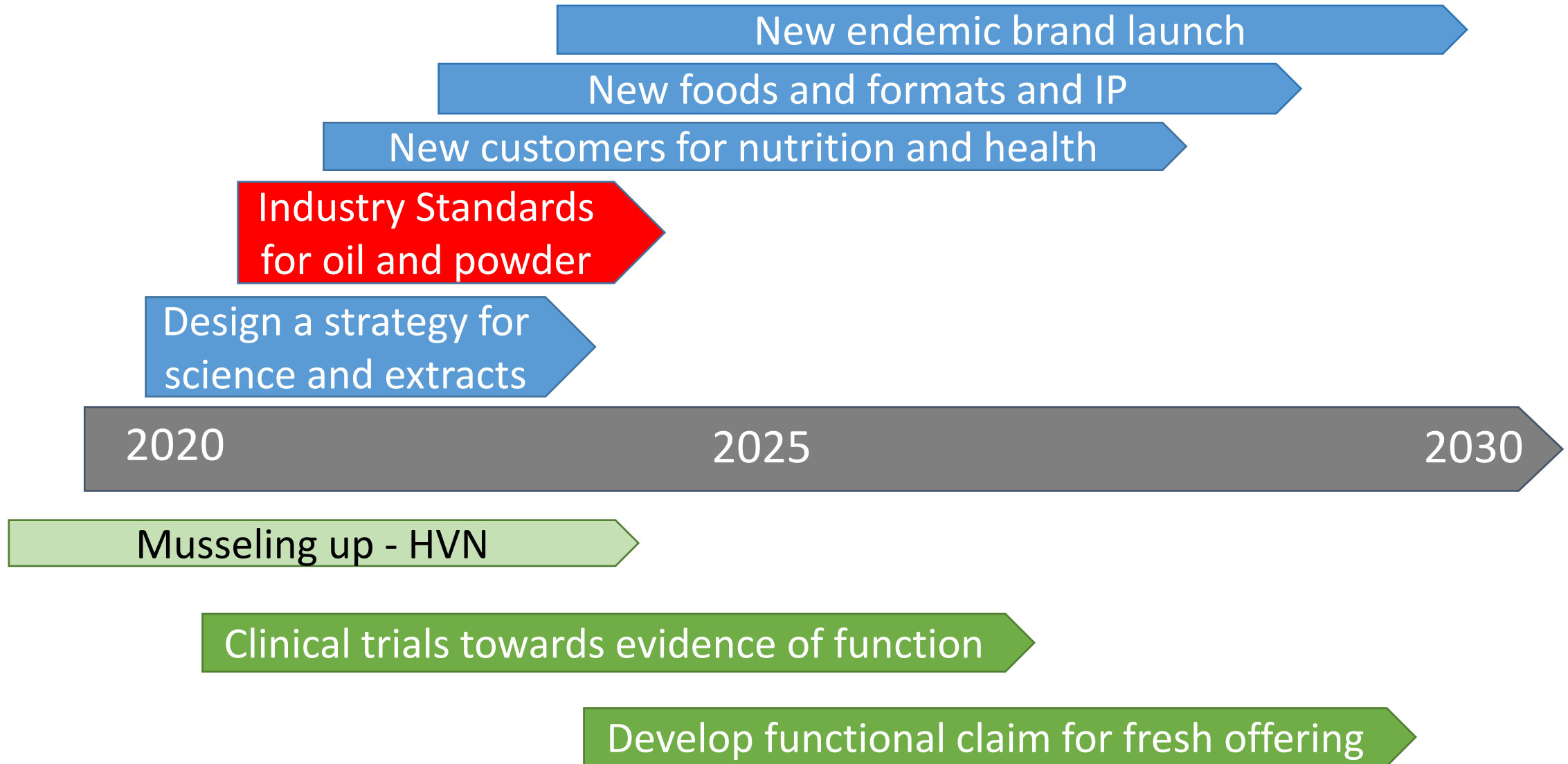


# IS THIS WHAT WE WANT?

**“Isentia’s second Leadership Index report, published today, found New Zealand - and Australian - business leaders were positioning themselves as conservative, committed and methodical, rather than disruptive, creative or agile.”**

**Isentia -Leadership Index – The Face Of  
Disruption, April 2019**

# Design a pathway to increase-value in GSM





Successful  
exporters and  
leaders should  
be looking to  
leave the ladder  
down





Tūpuna Pono

# Being Good Ancestors

## AuOra

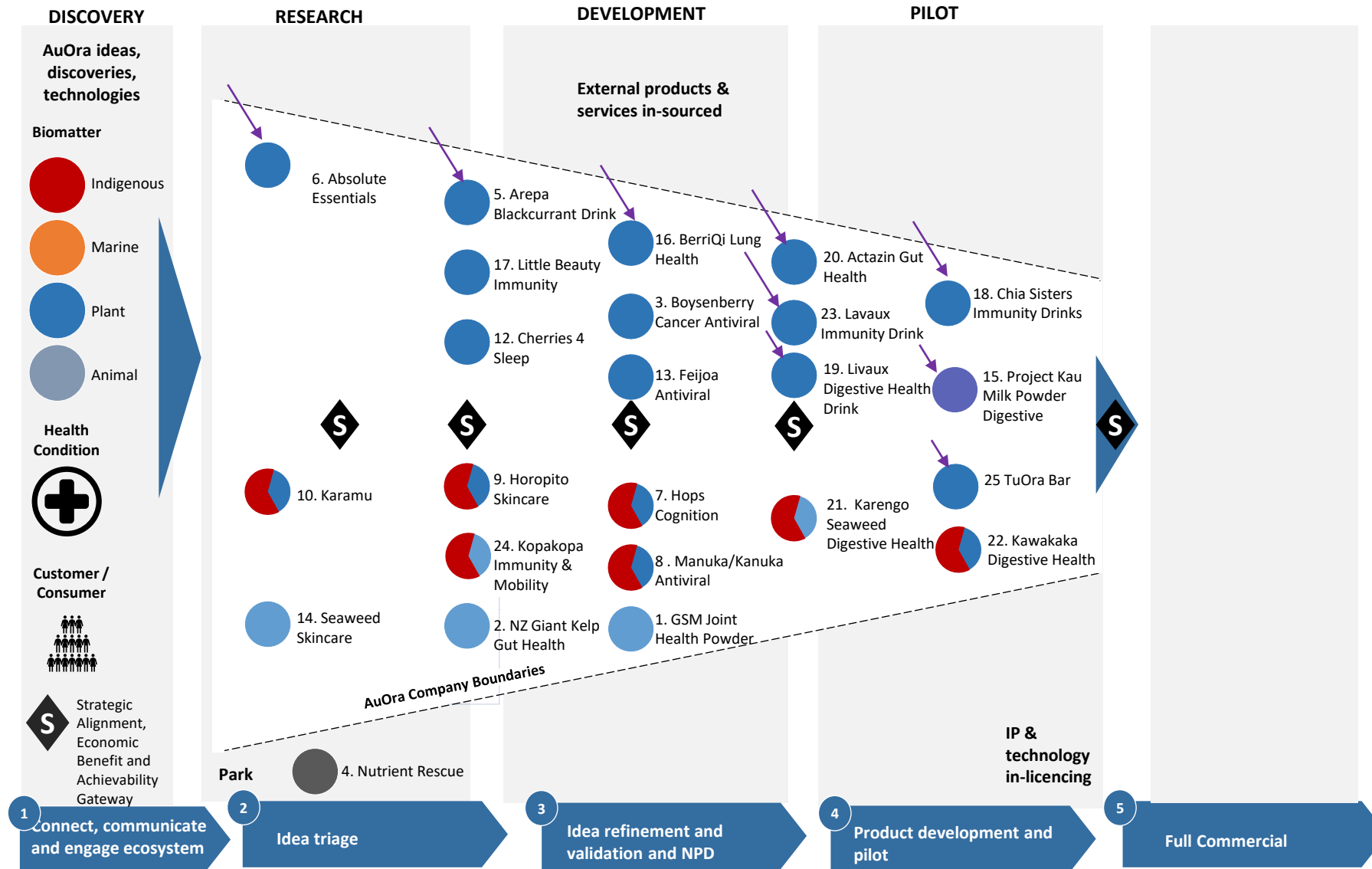
- AuOra designs and delivers health and wellness solutions that enhance quality of life and our natural world.
- A Model of capability building, open innovation, service and outreach for local, regional, national, global impact.
- Combining traditional knowledge and science.
- Building partnerships across the value chain to enhance our local and global reach and impact.
- A core focus on **enhancing and protecting** our taonga (those things that are special to us and in our care, including our ecosystems, biodiversity, language, knowledge and data).



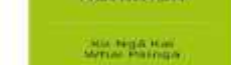


# AuOra Enterprise Plan 2021-2025

## AuOra Innovation Pipeline – April 2021



# Our Strategic Partners and Relationships





# Te Tauihu Native Plant Library

- Secondment of a leading New Zealand Botanist from Department of Conservation to Wakatū.
- Catalogue all vascular plants indigenous to Te Tauihu.
- Document: names, life forms, distribution, endemism, abundance, threat status, family / hybrids / varieties.
- Electronic library with 2134 entries.
- Compilation of published and unpublished information.





# Marine strategy

Currently supporting and investing in:

Projects that align with the vision and values of Wakatū.

Projects that align with creation of higher value product offerings in the future.

Taonga and endemic species protection, development and use.

Build of capability development in Māori Aquaculture.

## Projects

Seaweed industry development.

Carbon sequestration and Blue Economy Science.

Strategic projects that develop future partners in market.

Commercialization of a novel shellfish species - Kopakopa







# Marine Programme Seaweed



- Development of Taonga Species.
- Bioactive Development Programme including seasonal farm survey's and TTI database development.
- Discovery Science supported by HVN and Singapore Catalyst Fund.
- AuOra has partnered with Ngāi Tahu and Cawthron.
- AuOra also has a biodiscovery project supported by Sustainable Seas NSC.
- Other projects in development around unique Aotearoa bio-actives.
- Planning in place for Aquaculture and Selective Breeding for enhanced Value.



# In Progress

- In the absence of law or policy, no requirement for Government to confer with Māori re access and use of indigenous flora and fauna
- Wakatū is developing its own Access, Utilisation, and Benefit Sharing (ABS) framework
- Wakatū ABS Internal Audit
- Work with marae / hapū to develop community protocol(s)
- Consideration of key issues, including what processes are in place to:
  - determine communities of origin
  - obtain Prior Informed Consent
  - negotiate benefit-sharing through Mutually Agreed Terms





# Te Anga Whakamua – High Value Pathway: Overview

- Alignment with Indigenous Organisms Programme
- Streamlined high-value industry pathway to engage effectively with science, technology, and innovation in the development of bioactive ingredients / functional food and beverage solutions for health & wellness
- Collaboration with MPI Māori Agribusiness Team / Supply Chain Integrity Programme (SCIP), MBIE, MFAT & wider Government; Science Partners







- A new formulation that includes Gold kiwifruit - Livaux™ as the primary ingredient
- Co-designed with Japanese customer and Chia Sisters
- Designed to meet New Zealand and export market regulations
- Build evidence and create the pathway for kawakawa to become a functional additive in the future
- High Value Nutrition Science Challenge partnership (December 2020)



National  
**SCIENCE**  
Challenges

HIGH-VALUE  
NUTRITION

Ko Ngā Kai  
Whai Painga



**International  
Customer in Japan**



# Overcoming Challenges

- Protection of Mātauranga
- Registration of indigenous ingredients in markets
- Industry organisation & standards
- Aligning of Food Safety Systems; Challenges with New Zealand system (i.e. traditional v novel foods)
- Data needs & ongoing functionality (requirement for long-term funding)





# AuOra Team

Team Member	Team Member	Team Member
Miriana Stephens (NZ)	Dr Meika Foster (NZ)	Chiharu Fujii (Japan)
Andy Elliot (NZ)	Aroha Mead (NZ)	Mr Seishi Gomibuchi (NZ)
Jackie Stephens (NZ)	Anna Crosbie (NZ)	Professor Yazawa (Japan)
Prof Charles Eason (NZ)	Michelle Cubbit (NZ)	Mr Nakada (Japan/NZ)
Bridget Finnie (NZ)	Yuri Hendriksen (NZ)	
Kerri Puata (NZ)	Mayu Uda (Japan)	
Dr Nikki Renall (NZ)	Dr Meika Foster (NZ)	



# Where is this all heading?

- A bioactives / ingredient focus for NZ
- This includes materials from indigenous species / taonga and will only succeed if it is Māori-convened and Government supported.
- Immediate priority is to agree a domestic approach (including registration rules) to guide trade interactions in overseas jurisdictions.
- Collaboration in our targets across Primary Industry sectors, across all Govt, across science and most importantly into market.
- We cannot continue to keep doing everything ourselves its too slow.
- Activation of more service models and partnerships into target markets.





**“You never change things by fighting the existing reality.**

**To change something, build a new model that makes the existing model obsolete.”**

**Buckminster Fuller**