



Super Foods. Super Fast.

**Leading a Revolution in Nutrition
with the Finest Powders in the
World**

It's all about the Food!

- Food is life
- Food is health
- Food is pleasure and pure enjoyment
- Food is fun and social
- Food is critical for a long life
- Food is emotional
- Food can be heartbreaking and time consuming if you let it...





Super Foods. Super Fast.



- A New Concept and A New Product
- 100% Pure fruit and vegetable powders
- Scoop and add to any meal
- Get daily allowance of fruit and vegetables as quickly and easily as possible

Some quick facts...

- 100% Pure Food / Whole Food
- ACO and USDA Certified
- Proudly all Australian
- Freeze Dried
- Vegan
- Raw
- Gluten Free
- Non GMO
- 3 Year Shelf Life





What we are NOT...

- A “Health” Supplement
- A Silver Bullet
- Associated with “weight loss”
- A “Fad” that will come then be gone
- Not a substitute for fresh fruit and vegetables
- Not a manufactured multivitamin

What we are proud of...

- We are a pure food not a supplement
- 100% Australian grown and produced
- We don't lose any nutritional value of our product – just as good as eating fresh
- We have the best product in the world
- Sustainable for the rest of your life – just scoop and add regularly to your favourite meal



The Food Sector

- The world market for functional foods and drinks is expected to reach US\$130 billion by 2015
- The surging demand is especially evident in developed economies due to their increasingly health-conscious consumers with higher disposable incomes.



More Facts

- The global organic food market is expected to grow from US\$ 57.5 billion in 2010 to US\$ 104.7 billion in 2015 at an estimated CAGR of 12.9 per cent.
- Economies such as North America are expected to grow at a CAGR of 12 per cent from 2010 to 2015
- Europe has the largest market share with revenue of \$28 billion.
- The rest of the world is expected to grow at the highest CAGR of 16.5 per cent.



And Now...China

- Very large “high income” demographic
- This demographic no longer trust their own food sources
- Willing to pay for food from “trusted” foreign sources
- Increase in consumption of products labeled “all natural”
- Chinese companies setting up in Australia to source Australian food



Understanding Society - Global

- Family units are changing
- Era of the personality is the brand
- Body and celebrity obsession
- “Likes” overtly linking brand identity with individual identity
- Social Media - Narcissism / “Selfies”
- Convenience and instant gratification



Understanding Food Behaviour

- Increasingly time poor
- Rushing and making poor food choices
- Not spending much time in the kitchen
- Longer work hours
- High fresh food wastage
- Obsession with weight loss and wanting immediate results and the “quick fix”



100% 
Australian.



Understanding Resultant Health Trends

- Obesity and disease is increasing
- Food allergies in children are increasing
- Fussy eaters addicted to sugar and trans fat
- Diabetes is increasing
- This generation will not live as long
- Current cheap food devalues our perception on the real value of food and the link to health



We have an ever-expanding trillion dollar weight loss industry, yet our society is unhealthier and heavier than ever...something is wrong.

And we all know it...



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Future Growth Prospects

- The science of nutrition – nutrigenomics
- Back to whole food / real food yet still keeping it simple
- Food as medicine
- Lower wastage will be critical to maintain feeding the world
- High nutrition is only found in nature
- Diets are dead – food and habits for life



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Real Future Growth Lies...

- Export Market
- Creating Niche Products
- Do what no-one else is doing
- Be the best – we will NEVER compete on price
- Project “Australia”



Obstacles to Growth

- Australia's National Brand and Identity - What is it to be Australian – do we know?
- Current collaboration between 3 levels of Government
- Government's relationship with business is average



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More Obstacles to Growth

- Cost of Manufacturing in Australia
- Our Geographic Location (it matters for food)
- Food Export into other countries is difficult and onerous for small to medium sized businesses
- Trade imbalances seem to exist between countries



From Obstacles Comes Opportunity

- National Branding Strategy - Positioning the “Australia” brand clearly and consistently
- Real commercial intent from Government representatives – The best innovation often comes from Government employees
- Become more aggressive on the world stage
- Work with industry to commercialise projects quickly and effectively



From Obstacles Comes Opportunity

- Push the real value of national invention and expertise
- Change the budget and business policy! Jobs are what create the future
- Subsidise early industry breakthroughs
- Be the BEST – not the cheapest – we will NEVER compete on price!

