



**WA LUPINS**

***'The journey from paddock (field) to packet'***

**Thailand BOI (Sydney) – Online Webinar**

**30 June 2021**





# Coming Up



- Background
- Our Business & Value Chain
- How did '*paddock to packet*' happen?
- Why did JV happen?
- Why Thailand?
- Win/Win Thai Partners
- Australian Lupins
- Our Products
- Q&A – key insights & learnings for Australian companies

Ends. Thank you

# Background

- **NORTHBOUND TRADING PTY LTD AUSTRALIA**

[Business Name 'WA LUPINS']

- Introduction
- Our business



- **THAI-WA LUPIN PRODUCTS Co., Ltd (Thailand, Bangkok) a Joint Venture Company**

- Introduction



# WA LUPINS ~ *Australia*



- Producer and exporter of human food grade lupins
- Western Australia lupin farmers (DOWERIN)
- Head Office: Dowerin & Perth, Western Australia (WA)
- Australian Company 100% (privately held)
- Technical Lupin Research to Thailand partners
- Registered with Australian Government lupin exporter
- Australian Agent and support for Thailand JV
- Australian Importer packaged food products



## ~ *Thailand Joint Venture* ~



- Thailand + Australia Joint Venture (51/49)
- Bangkok based office
- Owned & Managed by P. Som and P. Ah (FMCG experience)
- Licensed importer/exporter
- Brand and product formulation **PATENT** ownership
- Extensive Research & Development Support
- Manufacturing Quality management
- Supply chain management OEM & ingredient sourcing



# JV Business Focus ~ *Plant Based Foods*



- Our Purpose ~ is solely to

**“To create a profitable, ethical & scalable plant-based food business”**

- Plant based ‘ready to eat’ snacks and foods
- Convenient, tasty & healthy snacks and foods
- Developing a family of ready to eat lupin based products
- Lupin based food ingredients range
- Lupin Milk and *Nutraceuticals*
- Products across different food categories for *All Day consumption*



# Our Value Chain







# PINARIE SNACKS

## Our Value Chain



# How did this happen? Australia



- Connecting farmers with markets & innovation
- Win/Win partnerships
- Scale Agriculture + Food

- Assistance from **AUSTRALIA:**

- Western Australian State Government
  - Department of Primary Industry and Regional Development
- Australian Federal Government Departments
  - AUSTRADE
  - Department of Agriculture
- WA Chem Centre
- Lupin Scientist – Ms Sofi Sipsa
- Ambassador James Wise



# How did this happen? Thailand

- Facilitation & support for business matching
- Agricultural & Food Technology Capability
- Win/Win partnerships
- Assistance from **THAILAND:**
  - Thailand Board of Investment (BOI)
  - Royal Thai Embassy (Canberra)
  - Director of the Center for Food Innovation at Silpakorn University (EAST)
  - Asst. Prof. Dr. Bundit Innawong
  - National Science and Technology Development Agency (NSTDA), Ministry of Science and Technology
  - Thailand Food Innopolis
  - JTJB International Lawyers



# Why did the JV happen?

- Lupins have very low starch -
- Need companion plant-based ingredients
- Limited food manufacturing sector in WA
- Facilitation & support by Thailand BOI and Royal Thai Embassy (Canberra)



# Why JV with Thailand?

- Thailand and Australia diplomatic relationship (60+ years)
- TAFTA - Thailand Australia Free Trade Agreement
- Thailand
  - Thailand BOI facilitation support
  - Large producer of plant based crops (rice major crop)
  - Net exporter agriculture & food
  - 9000+ food factories
  - R&D product development support
  - Strategic Asian location hub
  - Sea, air and road infrastructure links
  - ASEAN and Free Trade Agreements
  - Thai vision as 'Kitchen to the World'
  - 0% import/export tariffs (TAFTA)
  - Ease of doing business - Thailand ranked #21 (Australia ranked #14) Source: World Bank



# Our Win/Win Thai Partners



# What are Lupins? Lupins are Legume Beans

Legumes : Lupins, Lentils, Chickpeas, Peas, Beans, Soybeans & Peanuts



# Australian Sweet Lupins

*Natural Plant-Based SUPERFOOD*

## Australian Sweet Lupins

(Scientific name: *Lupinus angustifolius*) grown and bred uniquely for Western Australia

- ✓ High Protein
- ✓ High Fibre
- ✓ Gluten Free
- ✓ Vegan
- ✓ NON-GMO
- ✓ High Potassium
- ✓ High Magnesium
- ✓ High Calcium
- ✓ High Iron
- ✓ Low GI
- ✓ Low fat
- ✓ Very Low Alkaloid bitterness (do not need soaking)
- ✓ Nitrogen fixing plants (sustainability and soil health)





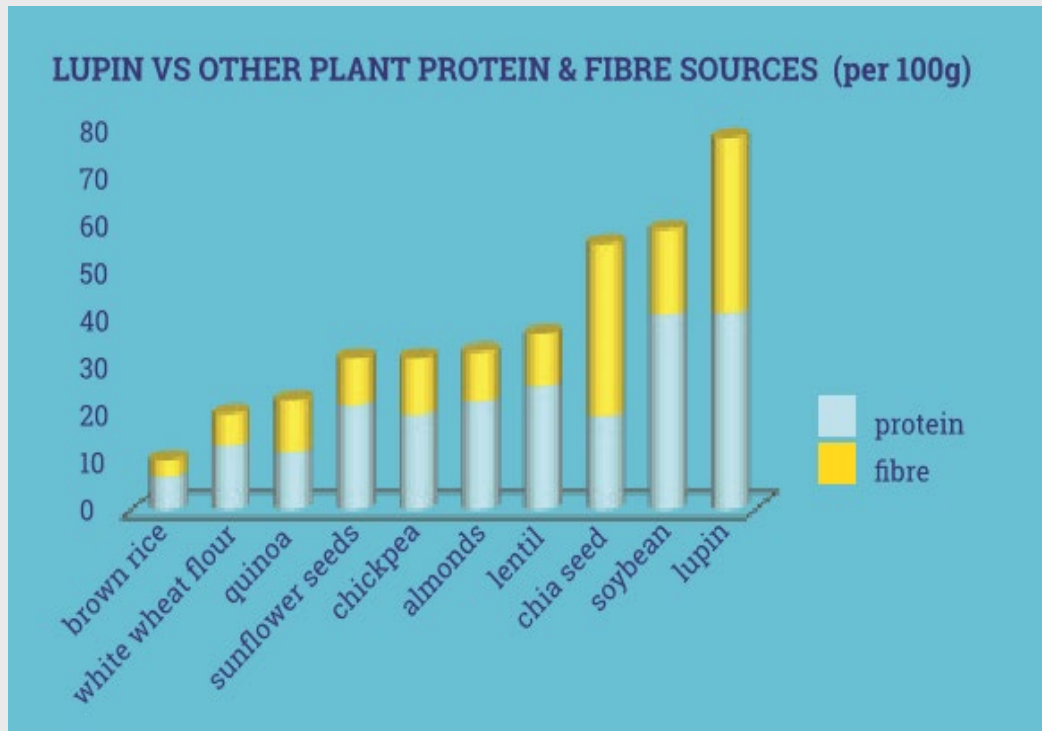
# Australian Lupins

## A unique combination

The highest **LEGUME** source globally of natural, unprocessed plant protein & fibre

**High protein (40%)**

**High fibre (37%)**



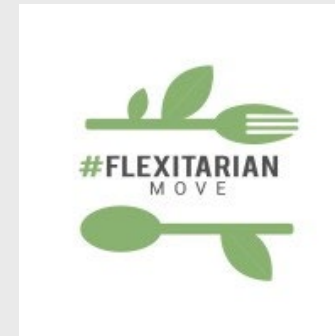
## Lupins contain:

- ✓ 3 x more protein than whole eggs
- ✓ 3 x more protein than quinoa
- ✓ 3 x more potassium than bananas
- ✓ 3 x more fibre and protein than oats and wait for it...
- ✓ 73% more protein than beef steak per gram!



# Why Lupins?

- LUPINS are;
  - ✓ Unique & Different;
  - ✓ High Protein + High Dietary Fibre;
  - ✓ Non-GMO;
  - ✓ A great story to **TELL & SELL.**
  
- Consumer Trends are Lupins friend
  - ✓ Plant Based Protein;
  - ✓ Health & fitness;
  - ✓ Soil environment + sustainability



# Our Products & Pipeline



# Pinarie Snacks ~ *Feature Packed*



## NUTRITIONAL SNACKING

Our lupins really are a genuine sustainable **SUPERFOOD**.



Australian Owned and Grown

**FUN FACT:** Lupin plants help reduce farmers' use of artificial chemical fertilisers because they fix nitrogen in the soil



5 Star Health Rating



High in Protein



High in Fibre



Low Fat



Gluten Free



Vegan Friendly



Low Salt



Non GMO



Sustainable Agriculture

# Our Products & Pipeline

**PINARIE**  
FOODS

## LUPIN FLOUR

*One of the world's richest source of combined protein and fibre*

4g Carbohydrates

5g Minerals & Antioxidants

6g Fat

37g Dietary Fibre

40g Protein

- High Protein
- High Fibre
- Prebiotic
- Low carb

HEALTH STAR RATING: 5

ENERGY	DIETARY FIBRE	SUGAR	SODIUM	TOTAL FAT	PROTEIN
534kJ	<1.0g	<1.0g	150mg	7.1g	

PER 100g

GLUTEN FREE VEGAN NON GMO

Net Weight 400 g

RESEALABLE

Made with 100% Australian Lupins

**PINARIE**  
FOODS

## LUPIN FLAKES

*One of the world's richest source of combined protein and fibre*

6g Fat

9g Others

37g Dietary Fibre

40g Protein

- High Protein
- High Fibre
- Prebiotic
- Low carb

HEALTH STAR RATING: 5

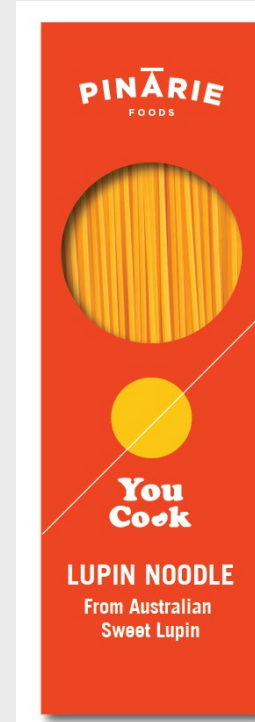
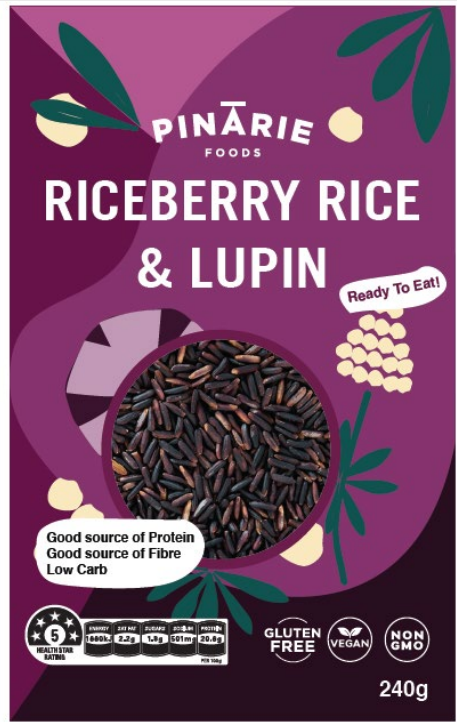
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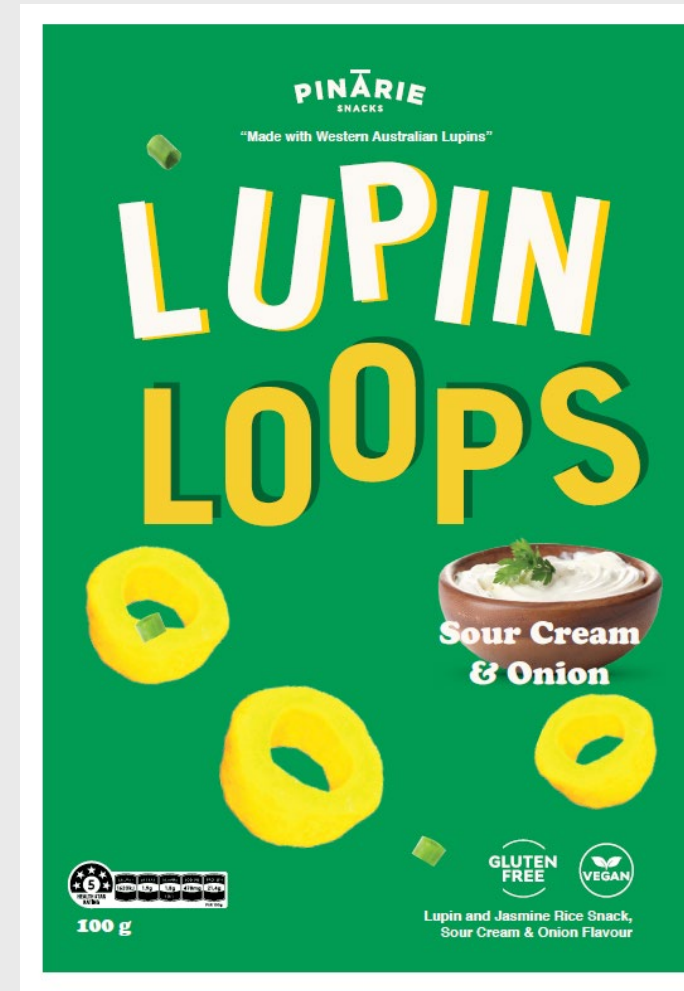
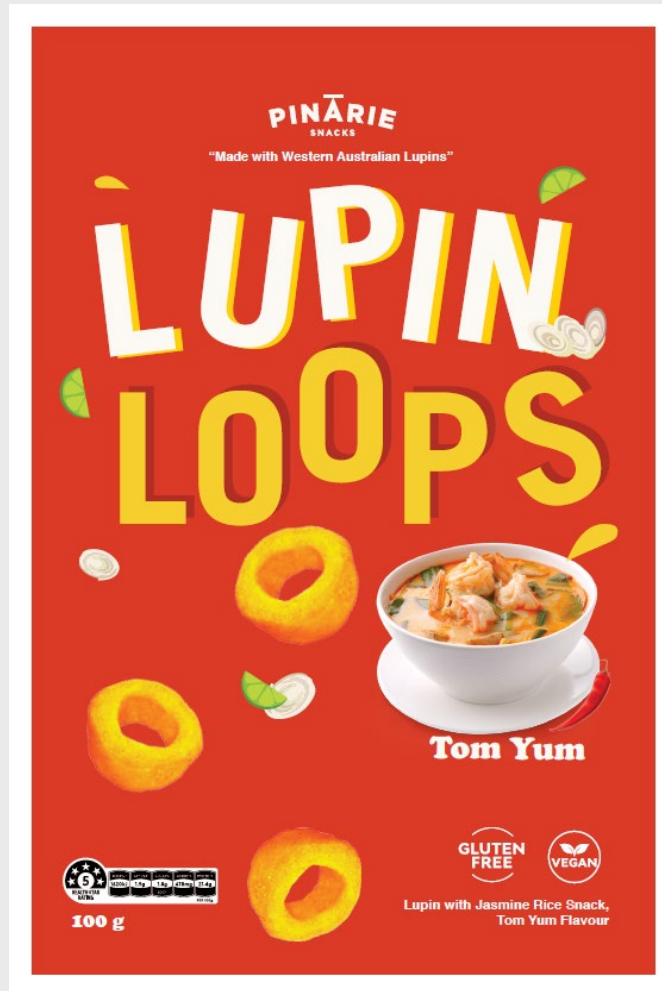
GLUTEN FREE VEGAN NON GMO

Net Weight 400 g

# Our Products & Pipeline



# Our Products & Pipeline



# Our Products & Pipeline





# Ends.

Contact Information



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# Q&A Session



Q&A –

- Key insights & learnings for other Australian companies