



**How will the public and private sectors work together to advance Australia's interests in the Asian century?**



**David Fienberg  
Chief Executive Officer  
Australian Export Grains Innovation Centre**



# *The Journey from Feed to Food...*



IPAA 2014  
INTERNATIONAL  
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PERTH CONVENTION  
AND EXHIBITION CENTRE  
29 & 30 OCTOBER



Lupin  
Food's





# *The Journey from Feed to Food...*



## **Winner – WA Signature Dish 2014**

**Guillaume Brahimy of Bistro Guillaume, Rhiannon Birch and Chris Taylor of Frasers, Kings Park, Perth**

# The Journey from Feed to



Winner – Gulfood 2014, Dubai



# *The Journey from Feed to Food...*



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**Winner – AIFST 2014, Australia**



# *The Journey from Feed to Food...*



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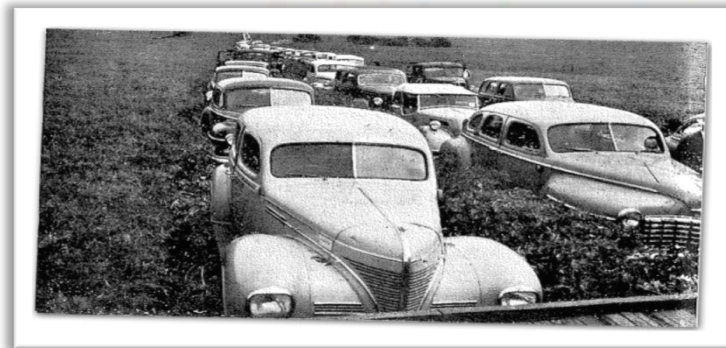
# *The Journey from Feed to Food...*



**Mediterranean origin**  
**- fascinating history, limited development**



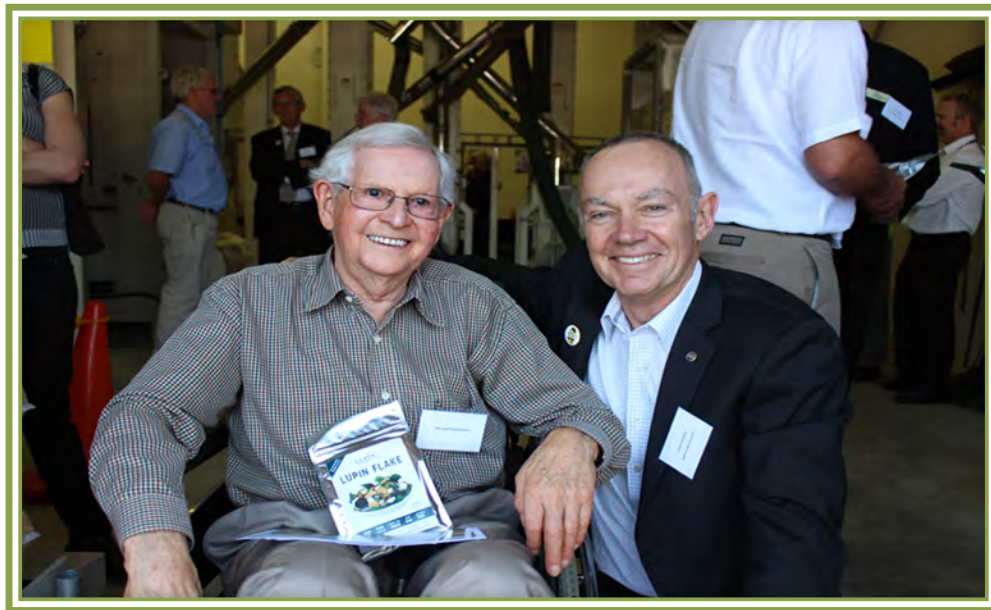
# *The Journey from Feed to Food...*



**Progress from Sandplain solution to new horizons**



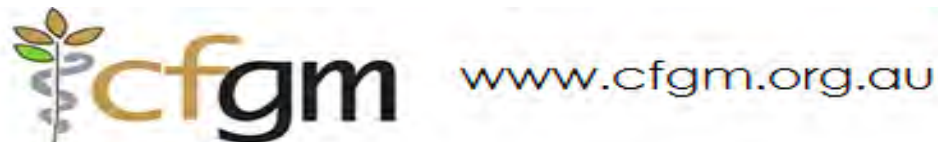
# *The Journey from Feed to Food...*



Lupin food mill – Dr John Gladstones **2013**



# *The Journey from Feed to Food...*



Centre for Food & Genomic Medicine

- Based at Western Australian Institute for Medical research
- World Class research facility
- Twin epidemics diabetes and obesity know as "diabesity"
- Collaborators – CSIRO, Universities, Research Institutes, Hospitals, Gov't Dept's and Food industry
- **Key Research Project – Lupin Based Novel Health Foods**



**Diabetes and Obesity –  
Medical research progressed focussed on Lupin  
Foods**



# *The Journey from Feed to Food...*



High Protein  
Low Carbohydrate  
Low Glycemic Load  
Gluten Free

High Fibre  
Low Fat  
Low GI  
Non GMO

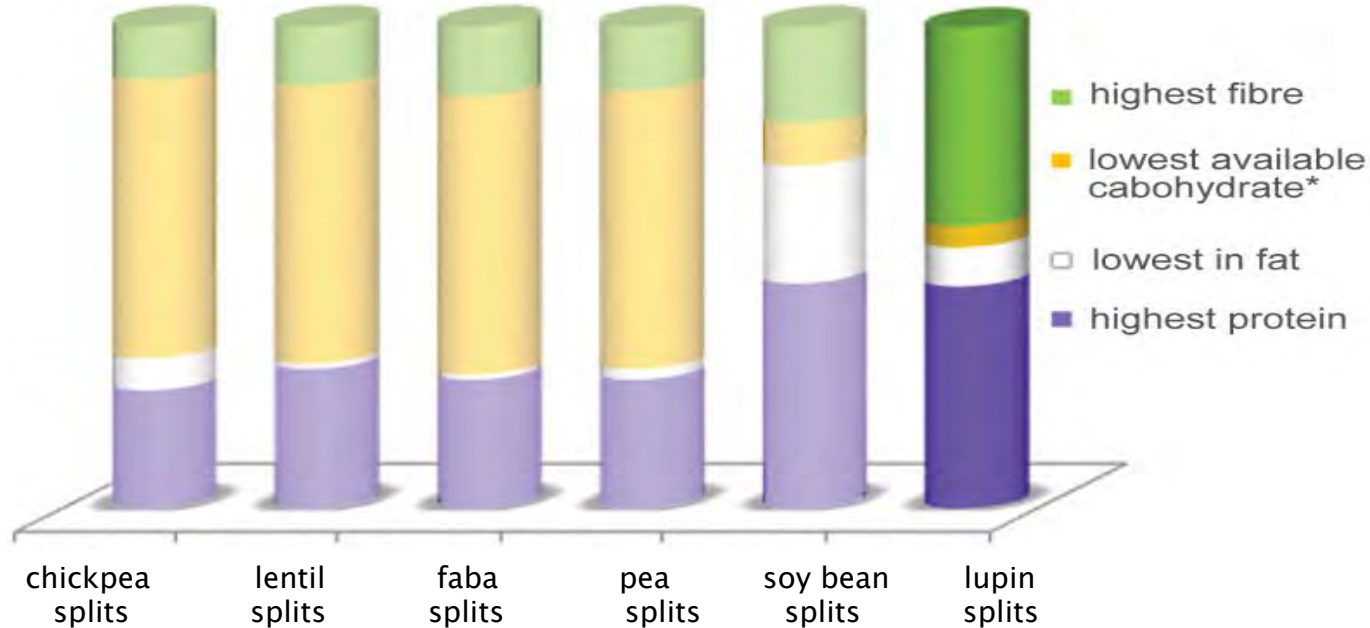
- ✓ Suppresses Appetite
- ✓ Controls blood sugar levels
- ✓ Lowers blood pressure
- ✓ Improves bowel health
- ✓ Prebiotic, promotes good bacteria

## **A World Class Food Ingredient**



# The Journey from Feed to Food...

## Lupins compared to other Legumes

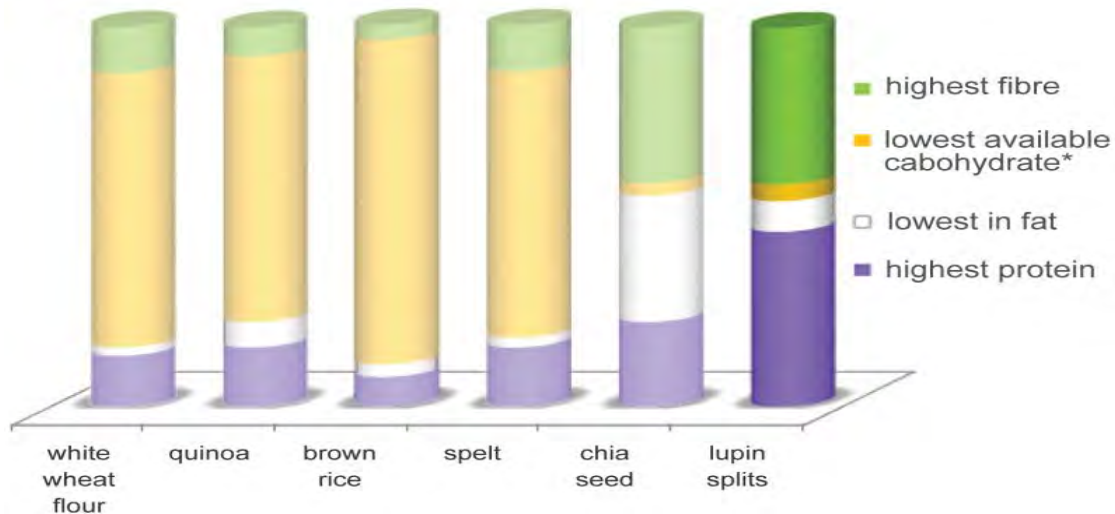


**A World Class Food Ingredient – Legume comparison**



# The Journey from Feed to Food...

## Lupins compared to other Cereals & Ancient Grains



**A World Class Food Ingredient  
- Cereals and Ancient Grains comparison**



# The Journey from Feed to Food...

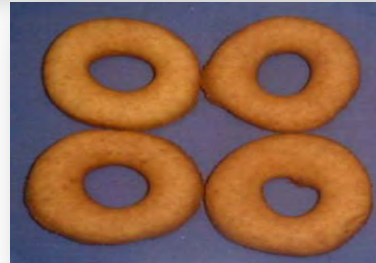
**Table 1. IMPROVING NUTRITION WITH ADDITION OF LUPIN**

| Blends - % substitution of lupin kernel for white flour |             |              |      |      |      |      |                                  |
|---|-------------|--------------|------|------|------|------|----------------------------------|
|   | White flour | Lupin kernel | 5%   | 10%  | 15%  | 20%  |                                  |
| moisture  | 10.0        | 10.0         | 10.0 | 10.0 | 10.0 | 10.0 |                                  |
| protein   | 11          | 42.0         | 12.6 | 14.1 | 15.7 | 17.2 | <b>Protein up by 56%</b>         |
| fat   | 2.0         | 6.0          | 2.2  | 2.4  | 2.6  | 2.8  |                                  |
| ash   | 0.5         | 0.5          | 0.3  | 0.3  | 0.3  | 0.3  |                                  |
| fibre   | 2.0         | 36.0         | 3.7  | 5.4  | 7.1  | 8.8  | <b>Fibre up by 340%</b>          |
| carbohydrate  | 74.5        | 5.5          | 71.1 | 67.6 | 64.2 | 60.7 | <b>Glycemic load reduced 20%</b> |
| Total   | 100         | 100          | 100  | 100  | 100  | 100  |                                  |
| kilojoule   | 1501        | 1024         | 1477 | 1453 | 1429 | 1405 | <b>Energy reduced 32%</b>        |
| calories  | 366         | 250          | 360  | 354  | 349  | 343  |                                  |

**Adding value to wheat base products...**



# *The Journey from Feed to Food...*



**A World Class Food Ingredient – Food applications**



# The Journey from Feed to Food...

| DELIVERING ON | Noodles | Pasta | Puff Pastry | Croissants | Biscuits Marie | Snacks-Muesli | Breads | Infant Food |
|---------------|---------|-------|-------------|------------|----------------|---------------|--------|-------------|
| Indulgence    | ✓       | ✓     | ✓           | ✓          | ✓              | ✓             | ✓      | ✓           |
| Convenience   | ✓       | ✓     | ✓           | ✓          | ✓              | ✓             | ✓      | ✓           |
| Health        | ✓       | ✓     | ✓           | ✓          | ✓              | ✓             | ✓      | ✓           |

**World Class Food Ingredient - Delivers value in many ways....however**



# *The Journey from Feed to Food...*



**Our strategy changed – small steps, moderate margins, strong potential volumes – INDONESIA**



# *The Journey from Feed to Food...*



**Tempe/Tofu – 1,000 years of tradition, stable demand, dominated by 45 years of soybean, market potential**



# *The Journey from Feed to Food...*



**Tempe – cottage industries,  
many inoculums, risk of  
incubated pathogens high,  
traditional recipes**



# *The Journey from Feed to Food...*



**Tempe, Tofu and the Ritz-Carlton, Jakarta**



# *The Journey from Feed to Food...*



**Snack food market growing – extruded snack**



# *The Journey from Feed to Food...*



**Snack food market growing – bun type snack**



# *The Journey from Feed to Food...*



**Snack food market growing – marinated tempe**



# *The Journey from Feed to Food...*



**Snack food market growing – Tofu/Tahu**



# *The Journey from Feed to Food...*



**Snack food market growing – Tempe Kripik**



# *The Journey from Feed to Food...*



**Western Foods – Moroccan Pumpkin and Lupin Salad**



# *The Journey from Feed to Food...*



**Western Foods – gluten free Carrot Cake**



# *The Journey from Feed to Food...*



**Western Foods – gluten free Chocolate Brownie**



# *The Journey from Feed to Food...*



**Western Foods – gluten free Crumb/breeder**



# *The Journey from Feed to Food...*



**Western Foods – gluten free Dip/Hummus**



# *The Journey from Feed to Food...*



**Western Foods – Falafel**



# *The Journey from Feed to Food...*



**Western Foods – Paneer Globes**



# *The Journey from Feed to Food...*



**Western Foods – Lupin/Oat Porridge with Jarrah Honey and Greek Yoghurt**



# *The Journey from Feed to Food...*



**Western Foods – Protein globes**



# *The Journey from Feed to Food...*



**Western Foods – Local manufacturer/Pasta**



# *The Journey from Feed to Food...*



**Western Foods – Home Economics advocacy**



# *The Journey from Feed to Food*



**Western Foods – Dietician influences**  
**– Dr Regina Belski, PhD from UWA/Lupin focus**



# *The Journey from Feed to Food*



**Western Foods – Market ready...**



# *The Journey from Feed to Food...*

## Lupin Flake



## Lupin Splits



**Product options available...Flake, Splits, Kibble, Hull, etc**



## My advice to others wanting to do business in Asia

1. Find a local WA (DSD) or Austrade champion
2. Educate them in the size of the prize
3. Be exact with strategy at our end
4. Be open to adapt to strategy their end
5. Be Patient
6. Be Present, with Presents, Often...I mean Often !
7. Develop advocates from within market Opinion Leaders
8. Do not compromise on Values and the Law
9. Afford respect and expect respect in return
10. Open a bank account and deposit the income
11. Make sure you have fun



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THE SHAPE OF THINGS TO COME

# Thank You