



GIWA

Grain Industry Association
of Western Australia

Australian Sweet Lupins:

The Next Superfood

Highlights from the Middle East

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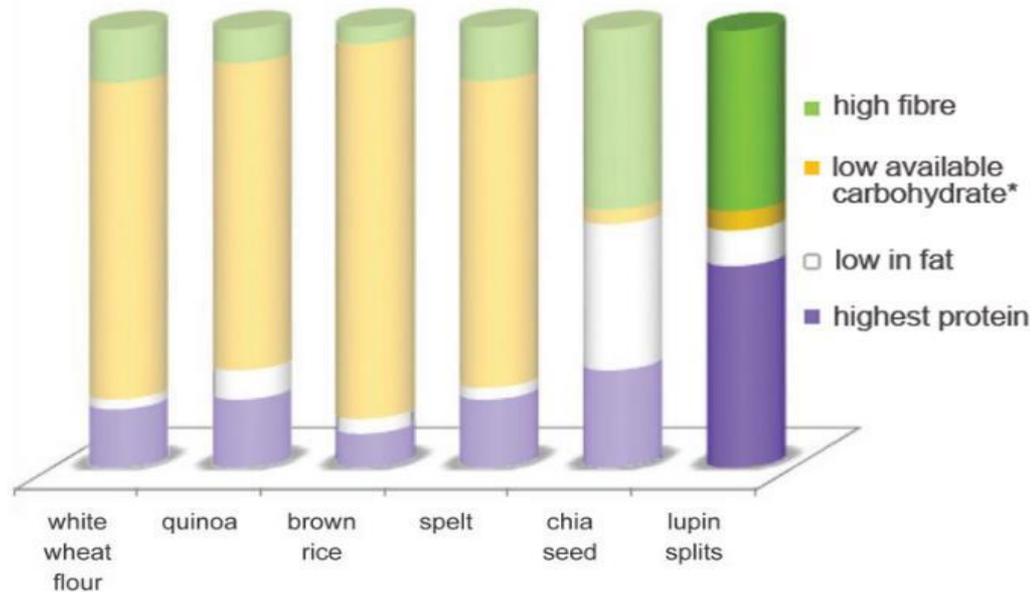
Agenda

- The WA Lupin Story
- GIWA's PASE Lupins as Food Highlights from the Middle East
 - Dual Market Entry Strategy
 - What we gained?
 - What we learnt?

Lupin is the World's Richest Natural Source of Combined Protein and Fibre



Lupins compared to other Cereals & Ancient Grains



Exciting Research on Australian Sweet Lupins Underway

- Effect of regular consumption of lupin foods on blood glucose management and glycaemic control in type 2 diabetic individuals



Lupins are so versatile



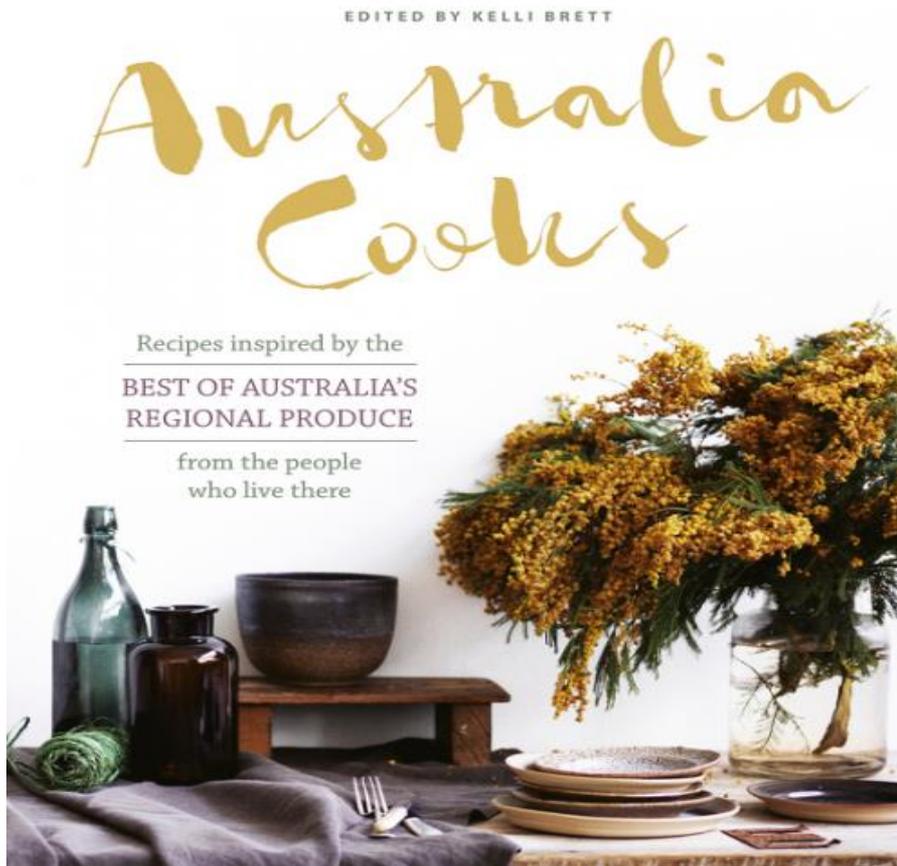
Restaurants using Australian Sweet Lupins since 2012



Lamb and Lupins “WA Signature Dish” 2014



The First Lupin Recipe to Appear in Australia's National Cookbook (2016)



The Challenge: Australia Produces 85% of the World's Lupins...



Lupins For Food <5%

Big Trends



- Health

- National Agenda emphasizes the importance of preventive medicine and seeks to reduce cancer and lifestyle related diseases such as diabetes and cardiovascular diseases to ensure a longer, healthy life for citizens.

- Gluten Free



GIWA's Dual Market Entry Strategy

- Middle Eastern Food Manufacturers and Food Ingredient companies “Market Push”
- Middle Eastern Culinary Professionals and Food Services Channel and Government authorities (Dubai Municipality and Dubai Health Authority) “Market Pull”

Pitching to the Food Industry at Gulfoods Manufacturing

Lupins: The Superfood Securing Our Food Future

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Relationship Building: Panellist at Dubai Municipality



Dubai Health Authority



Invitation from
the Dubai
Health Authority

Chefs Set the Trend.... Gulfood 2017



„Every day more than 1,800 craftsmen and women share their passion and commitment in creating wide range of the finest bakery products - bread, buns, rolls, viennoiserie pastry, sandwiches or pastries“







Power of Social Media

Loaded with fibre and proteins (twice the amount as compared... by @orangekitchens - Piknu - Google Chrome

piknu.com/m/1464446651480584576_570589051

Piknu Login Search for users or tags



Prachi Grover
2 months ago

Loaded with fibre and proteins (twice the amount as compared to chickpeas) and three times more iron than kale! Lupins is an ancient legume consumed throughout the Mediterranean region and Andean mountains for thousands of years. Western Australia now produces 85% of the world's lupin crop. The lovely @shyamalavishnumohan from the Grain Industry Association of Western Australia introduced me to this wonder legume about six months back and has been so very patiently answering my numerous questions all this while. I am so excited about creating recipes with this superfood and turning my kitchen into a science lab! Expect loads of lupin recipes in the weeks to come! Have you heard of or worked with lupins? I'd love to hear! #lupins #grainindustrywa #recipetesting #gulffood2017 #lupinflakes #lupinflour #lupingrits #lupinsplits

MID YEAR DEALS ECONOMY CLASS

PERTH TO FROM AUD

KUALA LUMPUR 490*

PHUKET 647*

What We Learnt

3 Key Challenges for International Players:

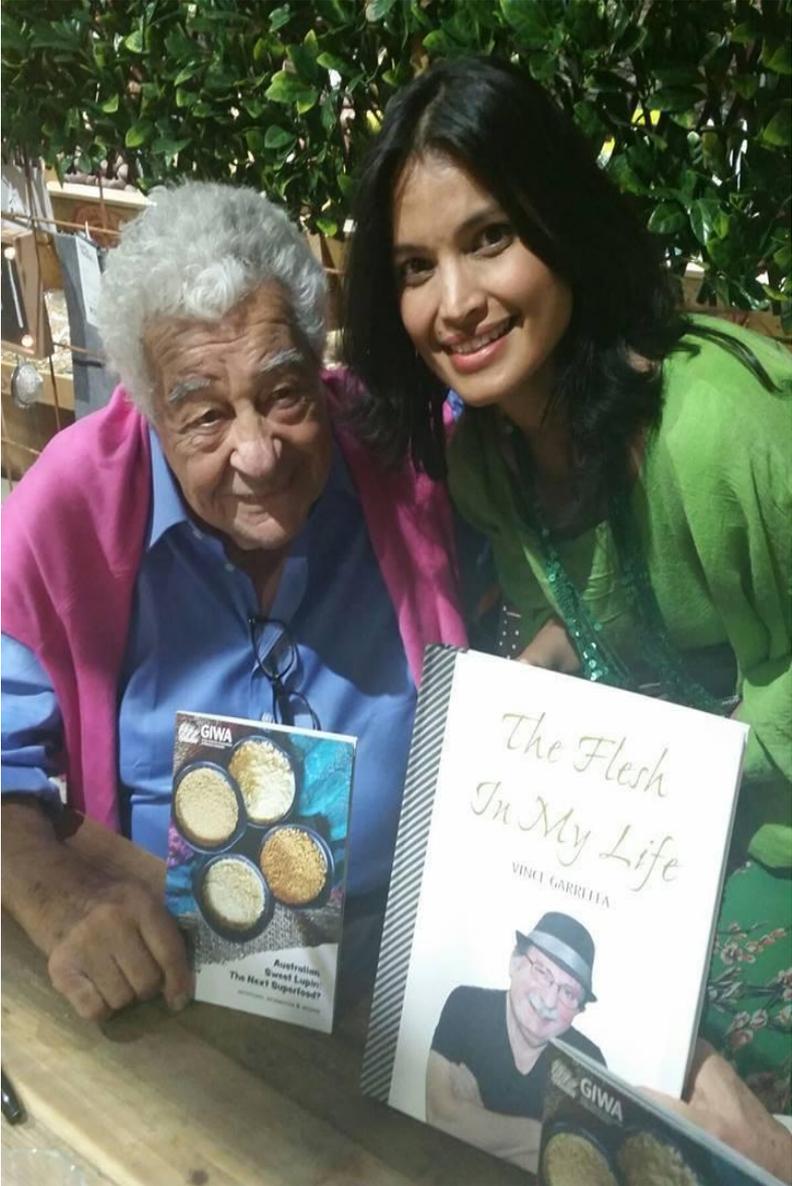
- Not enough Market research(lack of strategy)
- Not enough contacts
- Cultural awareness

What I have Learnt

How to create a superfood?

**Superfood = Ordinary but nutritious
food + Clever Marketing = Billion
Dollar Industry**

Lupin Fever at GIWA



Thank you Team PASE and Department of Agriculture and Water Resources



Back up slide 1 Lupin Allergy – cause for concern?

- Lupin, like other protein containing foods (eg. peanuts, soy, dairy, shellfish, eggs) may trigger an allergic reaction in a small % of the population and need to be protected. The sustainable nutrition and exceptional health benefits of lupin as a food to the community as a whole, especially those at risk of the prevalent chronic diseases today is VAST.



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