

TAAU AUSTRALIA: PROVIDING LEADING EDGE HEALTH FOOD PRODUCTS

TAAU Australia's (TAAU) strong business model saw them become last year's winner of the 2003 N.T Emergency Export Award and in 2001 receive an R & D research grant from the Australian Federal Government "Ausindustry".

"Export is the most important part of our business. Without export our company would never survive." Bell Huang, TAAU **Manager**

About TAAU Australia

Bell Huang established TAAU Australia in 1996 and is the only company licensed and patented to commercially grow the health food product, Australia Spirulina. TAAU is located in Darwin within the Northern Territory.

Australian Spirulina is a farm-grown alga, with beneficial health food properties. TAAU does not use any herbicides or pesticides while growing Spirulina. The product grows in pure pollution free ponds, and fed only top quality nutrients in crystal clear mineral water.

The main objective of TAAU is to provide high quality health food products to both the local market and overseas. Australian Spirulina is currently exported to Taiwan, Singapore and New Zealand with plans for the company to move into larger global markets such as Europe, US and Japan.

TAAU began exporting with Austrade in 2001. In 2003 they received the NT Emergency Export Award and were announced as an Australian Export Award finalist.

The Product

Spirulina is 100 percent natural and highly nutritious micro fresh water plant. It was discovered in South **American** and Africa in natural alkaline lakes. This spiral shaped algae is a rich food source. For centuries this algae has constituted a significant part of the diet of many communities.

Spirulina contains rich vegetable protein (3-4 times higher than fish or beef), multi Vitamins, minerals, a high volume of Beta-carotene (which protects cells), and gamma-Linolein acid (which can reduce cholesterol and prevent heart disease).

Grown in the pollution free environment and crystal clear mineral waters of the Northern Territory, Australian Spirulina is the only spirulina grown in the country.

In USA, NASA chose to use it for astronaut's food in space, and even plan to grow and harvest it in space stations in the near future.

The Exporting Business

Since their induction into the Australian export industry in 2001, TAAU has become reliant on international trade for the survival of their business, with almost 100 percent of their products being exported.

TAAU has also found that exporting has been beneficial to their local community by creating employment opportunities for nearby citizens. In the past seven years TAAU has provided more than one hundred jobs for the local workforce.

Austrade Assistance

The presence of Austrade was a welcomed support for TAAU according to **Mr** Huang.

Austrade provided TAAU with invaluable assistance in the form of useful advice and support about the business of exporting, especially when the company was trying to move into new overseas markets. TAAU still appreciates receiving news updates from Austrade, Ms Huang said, as any information could have an impact on the company's future.

Since winning an Australian Export Award in 2003, TAAU has reported an increase in company awareness among target markets and subsequent growth in consumer trust.

Overcoming Export Challenges

The biggest challenges involved in export are cost-related, according to **Mr** Huang.

Ms Huang states that the dollar exchange rate and company expenses can be challenging at times, but without export they would be unable to operate productively.

More information on TAAU can be found at www.taau.com.au. or www.australianspirulina.com.au