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## TAAU story - Australian Health Food Export



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Australian export success stories.

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## Taking Aussie health to the world

It is the secret ingredient in many local health foods and vitamins and now the rest of the world is catching onto the benefits of Spirulina.

The family company, TAAU Australia, based in Darwin in the Northern Territory, is the only company in Australia that is licensed to commercially grow Spirulina and has discovered a demand for it both here and overseas.

According to founder and Manager Bell Huang, TAAU conducted five years research and development on Spirulina before hunting the international market for buyers in 2001.

“We looked at all the possible uses for the product and which ones would be best received internationally,” Mr Huang said.

“Using Spirulina in a powder or tablet form as a dietary and medical supplement, as well as in anti-cancer drugs and anti-ageing cosmetics, proved to be the most popular.

“We also saw that Asia, would most likely prove to be our strongest market and so we began aggressively targeting this region,” he said.

In the three years since it began exporting, export sales have grown from \$180,000 in 2001 to an estimated \$1.2 million this year.

“While we knew there was a market out there for this product, we have been very pleased with the take up rate, particularly in our key markets of New Zealand, Taiwan and Japan” Mr Huang said.

“Austrade also proved to be of great value in helping us to identify new markets and set us up with potential buyers.”

Austrade began working with TAAU Australia just last year and has helped the company secure deals in Singapore and Malaysia.

“Initially we were hesitant about making the move into the Singapore and Malaysian markets but Austrade was able to introduce us to valuable contacts and give us worthwhile tips to promote our product,” Mr Huang said.

“In a way, Austrade made us think outside the square and gave us the support and encouragement to do it.

“While we have not made a lot of in-roads in Malaysia, Singapore is now proving to be a very strong market chance for our company,” he said.

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June 2004

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