



Exploiting Uniqueness

- What is the Tatura objective
 - Ongoing Premium Milk Price
 - Reduce the effect of commodity price cycles!
 - Be better than the next best company
 - Happy Shareholders
 - Secure Milk Supply

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The Best Milk Price

- Finding a place in the sun and milking it for all its worth?

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Exploiting Uniqueness

- Nutritionals Business 2001/2002
- Nutritionals – Higher risk but higher value
- Everyone is in the game – point of difference, Unique proposition?
- How can this be achieved quickly?
Through key competitive advantages

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SUSTAINABLE COMPETITIVE ADVANTAGE

Location:



single site • access to milk • low cost milk pickup

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SUSTAINABLE COMPETITIVE ADVANTAGE

Flexibility:



Flexibility & Responsiveness of our manufacturing base

Niche player – small volume high value !!!

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Innovation:



Tatura Innovation Culture

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Alliances:



Anadis • Ingredia • Nestle • Tatua • Snow Brand

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Anadis Limited

- Melbourne-based biotechnology company
- Publicly listed since 2002
- Breakeven on R&D spend
- Hyperimmune colostrum technologies via patented vaccines
- ATIER
- Access to medical experts, clinical research, marketing of complementary medicines, IP development

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e.g. Colostrum Technology

- Most systems are bulked over 5 days: micro issues, antibiotic, no traceability
- Simple on-farm solution was developed and patented
- Bucket, filter & bag attachment.
- Bags barcoded – traceability from cow to manufacturing
- On farm freezing
- Highest IgG and cleanest product available



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Hyperimmune Technology

- Vaccine selection & development against gastro-intestinal disease
- Vaccination for antigen-specific IgG
- Collection and gentle processing to produce premium freeze-dried colostrum
- Bio-shielding of antibodies for effective delivery to GIT

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ADDED VALUE STRATEGY

Travelan Launched!!

- A world first!!, helps prevent diarrhoea rather than just treating the symptoms
- Up to 90% protection against Enterotoxigenic *E.coli*.
- Great achievement by Tatura suppliers, company and Anadis
- Clinical Trials - USA & Europe
- 300+ pharmacies so far - all positive



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Travelan

- The first product to actually help prevent diarrhea rather than just treating the symptoms.
 - Up to 90% protection against Enterotoxigenic *E.coli*.
 - Clinical Trials performed in the USA & Europe
 - Launched in Melbourne October 2004.



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Travelan

Index: Enterotoxigenic E.coli Antibody

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Travelan – Radio Campaign

Travelan[™] No Sh-t

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The development Milestones

- Vaccine development patented – ETEC most common strains.
- Animal welfare ethics committee
- Vet training, farmer training
- Collection system
- Traceability
- Minimum heat processing
- IgG analysis
- Efficacy – storage, ELISA, animal studies, 2 clinical trials
- TGA registration

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Travelan

- Great collaboration
- Exploitation will roll out into foods and complementary medicines markets.
- Careful supply chain management.
- Strong pharmacy interest.
- Travelan is the first high value colostrum launched through the alliance - there is a pipeline.

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A pipeline

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Exploiting Uniqueness

Some Learnings

- Watch the “not invented here syndrome”
- Think and think different!
- Try to Understand consumers and trends
- Be flexible and can-do but profit focused
- Sell and sell hard
- One key point of difference will not be enough - pipeline
- If it is going to fail, make sure it fails fast

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