

NATURAL PRODUCTS BUSINESS CHALLENGE

The natural products industry makes an estimated \$1.4 billion per annum contribution to New Zealand's economy ...the industry wants to double this by 2025 and they need your expertise!

The Natural Products industry is looking for novel ideas to solve two specific business challenges. This is an opportunity to demonstrate your skills to the NZ industry, to form new working relationships.
Brought to you by KiwiNet and NZBIO



1 Legitimacy; new packaging ideas to provide assurance that a purchased product is authentically from NZ



2 A new method to remove solidified honey from large volume industrial containers



<https://www.kiwinet.org.nz/Events/NaturalProductsBusinessChallenge>



YOU'RE INVITED!

Natural Products NZ Summit

WHERE: Rutherford Hotel, Nelson

WHEN: 18th March, 10 am - 12 noon

By 26th February

Email your expression of interest & contact details to KiwiNet: admin@kiwinet.org.nz and we'll be in touch with more details.

Early March

- KiwiNet will facilitate a teleconference session with the business challengers to allow you to ask questions to help prepare your solution.

18th March

Researchers present their solutions in a 10 minute presentation at the Natural Products NZ Summit in Nelson. At least one member of the team must attend this day. A panel of expert judges will choose the best solution presented on the day.

FURTHER FUNDING FOR YOUR SOLUTIONS IS AVAILABLE!

KiwiNet could also provide further support to any of the challenge solutions through PreSeed or Emerging entrepreneur funding. So come and meet industry representative and show off your skills. PreSeed is here to help support good ideas from research organisations to prepare prototypes and prove technologies following on from this event.

[CONDITIONS APPLY- see online application form...](#)

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We have identified two interesting challenges from the Natural Product industry to the research community. Here is a chance to demonstrate your skills and capability. There are many more challenges such as this and industry is looking to meet you. So please and pitch some alternative solutions to these challenges, who knows where this may lead. Let us boost the Natural Products industry through technological innovation.



Legitimacy; new packaging ideas to provide assurance that a purchased product is authentically from NZ

Natural health products produced in New Zealand are bought by consumers around the world. Our products are valued for their purity and provenance. High-value, premium New Zealand health products have the potential to be confused with counterfeit products in global markets. Unique packaging features such as special inks, holograms or proprietary packaging can be used to help differentiate authentic NZ products from imitators. However, these features can add significant cost to an already premium priced product. The Natural Products NZ welcomes submissions on unique solutions that will give consumers confidence that the product that they are purchasing is an authentic NZ product.



New method to remove solidified honey from large volume industrial containers

Honey stored in large drums in cold conditions solidifies and does not flow out of the receptacle. Currently the process is to gently warm and liquefy the honey so it can be removed from the drum and then filtered. Gently warming the honey is a lengthy process and adds cost to manufacturing. Heating the honey to higher temperatures is not an option as it can degrade the properties of the honey and increase hydroxymethylfurfural (HMF). HMF levels greater than normal are a barrier to export. Comvita welcome all submissions on creative solutions for removing the honey from the receptacle in a manner that preserves the properties of the honey and reduces manufacturing time.



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