

MEDIA RELEASE

GIWA Package Assisting Small Exporters – Western Australian Lupins as Food to the Middle East

Wednesday, 5 July 2017

Since May 2016, the Grain Industry Association of Western Australia (GIWA) Inc, with funding from the federal government's Package Assisting Small Exporters program, has worked with the pulse industry in the pre-competitive space to promote the nutritional and health benefits of lupins as food to the Middle East (UAE and Dubai).

Dr Shyamala Vishnumohan, Food Scientist, Registered Nutritionist and GIWA Pulse Consultant, led the pulse industry, small exporters, processors and growers to create the story for Australian Sweet Lupins here in Western Australia and overseas. Dr Vishnumohan, also a Food Revolution Ambassador for Perth, a campaign led by celebrity Chef Jamie Oliver to fight diabetes, obesity, malnutrition and food waste, says;

"The project has been very promising for Australian Sweet Lupins and we have been maximising the spend of PASE project funding at every opportunity. GIWA has been successful in engaging with the pulse industry here in WA and gaining the attention of the Middle Eastern food industry, health and culinary professionals. There is still work to be done to maintain these relationships and we hope industry will continue to support the initiative."

Australian Sweet Lupins contain 40% protein, 34% fibre, negligible starch, low GI, are gluten free, non GMO and can be a powerful nutritional solution towards combatting heart disease, obesity and diabetes. Western Australia is the world's largest producer and exporter of lupins, using world-class safe and clean production systems.

In November 2016, GIWA conducted an exploratory mission to the Middle East for Gulfood Manufacturing, prior to taking a trade delegation of Western Australian lupin small exporters and growers to Gulfood 2017 in March this year. GIWA has also produced a recipe book featuring accessible recipes for everyday cooks using the ancient grain, and a *Market Access Fast Track Guide for Exporters* to the Middle East.

Brian Pover, Chair GIWA Pulse Council and Director, Coorow Seeds, small exporter of pulses and lupins as food, says;

"The pre-competitive market access PASE Project has been an exciting opportunity to showcase lupins as food in to the Middle east. This important initiative to assist and educate importers and exporters of the human health benefits of Lupins has the potential to increase the value of the WA lupin and pulse export markets".

GIWA is committed to working with industry to continue promoting the health benefits of Lupins and to source further funding to continue work in the pulse space. For more information and industry resources please visit <http://www.giwa.org.au/pulse-council>.

MEDIA ENQUIRIES

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Pictured above: GIWA Pulse Consultant, Dr Shyamala Vishnumohan with Ms Rhiannon Birch of Lupin Co and Chef Gogo, meeting with the Meat and Livestock Australia (MLA) team; MasterChef Tarek and Business Development Manager Mr Nick Meara in Dubai (Gulfoods 2017).



Pictured above: Profiling Australian Sweet Lupins as a superfood to student chefs at the International Centre for Culinary Arts (one of the top 10 culinary institutes in the world), Dubai in March 2017.