**Video Transcript**

**Pureharvest 1080p**

[Invest Gippsland - Gippsland’s Exporters - Pureharvest Drouin]

*John Stergiou, Head of International - Pureharvest*

Pureharvest has been around for over 40 years.

[Vision: Pureharvest Organic products]

We’re an organic milk-based company, plant-based milks, so predominantly we make oat milk, soy milk, rice milk and almond milk.

Pretty well pioneered the business back probably 25-30 years ago, prolific around Australia, you’ll find us across all Coles and Woolworth stores, independents.

Obviously we’re independently owned but we do match it pretty well with some of the large multinationals that are in the categories that we operate in.

We’ve got a substantial international business as well across the south-east Asia region, Singapore and New Zealand, China, Vietnam.

We’ve now moved to plant-based protein which is actually a seaweed side and that’s allowed us now to make the claim that the products are also vegan.

Again, we pride ourselves on being organic, it’s a smallest segment of the market but it’s the growing segment, and we pretty well lead that space in organic plant-based milk.

[Vision: Aerial view of the Pureharvest factory in Drouin.

The factory is based down in Drouin.

We’ve got around about 120 people that operate the site.

The business has been involved down there probably now for 25 years, very, very community-based, and most of our employees are local.

We pride ourselves in helping out the community and obviously employing people that we can that are local, that’s what our mantra is as well, so community-based, privately owned and we’re there for our community.

The future for Pureharvest exists, not only in the local market, we’re all about new product development, obviously vegan-friendly and/or natural and organic, but it’s also about exporting opportunities as well.

[Vision: Pureharvest organic products]

We see that as a massive opportunity for us and a chance to grow the business.

We’re in the process at the moment of doing a lot of pre-selling form our NPD, and we’re looking at markets such as the UK and America, difficult markets we fully understand but great opportunity because they’re also looking for that next step in the plant-based milk category.

We believe we’ve got the credentials, we’re definitely a proven product within our part of south-east Asia and Australasian region here, but it’s definitely now time for us to expand those horizons and really make the brand globally if we can possibly get there.

And that’s really what we’re trying to do, obviously in conjunction with Austrade and our partners, you know, we’re really looking to endeavour to try and get into those areas or markets that we’re not there at the moment.

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