**Video Transcript**

**Viplus mp4 1080p**

[Invest Gippsland - Gippsland’s Exporters - ViPlus, Toora]

*John McNaught, CEO - ViPlus*

ViPlus Dairy is a manufacturer of nutritional products.

We’re based here in Gippsland.

We’ve been manufacturing products for over 10 years using beautiful milk sourced from the Gippsland region.

[Vision: Dairy cattle grazing and wind farm]

We think it’s one of the best regions in the world for dairy products, the clean, green environment, and that’s recognised by a lot of our consumers around the world.

[Vision: View of ViPlus products]

Our products range from infants, so newborns up to young kids, so school kids, middle aged and elderly.

So we have targeted nutritional products for all ages.

We also have what we call our nutritional beauty products, so they will be your collagens, your colostrums, lactoferrin, so products which have nutritional benefits to your health and wellbeing which we find are really strongly sought after in a lot of the Asian countries.

[Vision: View of machinery in factory packaging cans of products]

We export our products to over 15 countries at the moment, primarily around south-east Asia and then across the Middle East, and with the recent shortage in infant formula in America there’s a strong demand and we’re looking to finalise our FDA approval in the coming weeks which will then open up a large market in the US.

[Vision: View of conveyor belt and sachets, and staff packing boxes ready for shipment]

So with the sachets we have a capacity to make over five million sachets a month.

At the moment, for example, the Philippines, their orders are around a million sachets each month and that’s exported to the Philippines Government for them to distribute through their school network.

ViPlus commenced in 2010.

It was established in response to the Chinese melamine scare, so it was focused primarily on the China market to manufacture clean infant formula for the China market.

We chose to set up here in Gippsland because of the location and the history of the facility here.

[Vision: View of Gippsland]

It has over 130 years of dairy manufacturing history in these beautiful green rolling hills, and that providence and that clean/green atmosphere is a critical part of our story and of our sales and promotion aspect.

[Vision: Machinery conveying cans of products]

And that’s what’s given us the success in the international market where consumers recognise that and that’s what they want to see in their products.

The quality of our products here in Australia and especially Victoria are recognised around the world as one of the best.

[Vision: View of staff packing boxes of product for shipment and storage warehouse]

So for that reason and the focus of people around the world on their health, wellbeing and good nutrition, we see it as a very strong future in the dairy industry here in Australia.

And we see ourselves as being in a perfect position to take continued advantage of that in the export markets we’re in with the support of the Austrade and Global Vic team in getting into those markets and developing good relationships in those markets.

And with the base we have and the nutritional products that we manufacture we see ongoing growth and success here in Victoria.

[Invest Gippsland - [www.investgippsland.com.au](http://www.investgippsland.com.au). Victoria State Government. Regional Development Australia, Gippsland]