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10 NEWS

WEDNESDAY MAY 1 2019 COURIERMAIL.COM.AU

Holy cow! Local breakthrough shakes up milk trade



CREAM RISES: Lydia Oliver, 4, and Elizabeth Kidman, 4, enjoy a cold glass of milk yesterday: (and pictured on page 1 with Charlie Kidman, 7). Picture: Megan Slade

UDDER GENIUS

EXCLUSIVE PETER HALL

A QUEENSLAND company has developed milk that stays fresh for more than 60 days, in a groundbreaking world-first set to revolutionise the dairy industry.

The stunning breakthrough, which will create massive export opportunities in Asia, is being touted as the biggest dairy industry innovation since pasteurisation.

Sunshine Coast-based food technology company Naturo Pty Ltd is behind the new approved technology and has secured patents with world protection.

Presently only a small quantity of standard Australian milk, which perishes after 14 days, is air freighted to countries including China and Japan, where it can cost up to \$13 a litre.

But the long-shelf-life product will be able to be

shipped and sold to a huge new market.

Naturo founder and chief executive Jeff Hastings (pictured) said his company's milk breakthrough was the most significant innovation in the industry since pasteurisation in 1864.

"Our milk tastes like milk straight from the cow. It is safer, better for you and lasts longer," he said.

"The primary difference between our milk and pasteurised milk is the fact that we don't 'cook' the milk to make it safe for human consumption. Our milk is much closer to milk in its original state and is independently proven to be nutritionally superior".

Mr Hastings, based at Coolumb, is

the inventor of the technology and a qualified agricultural engineer with more than 30 years' experience in global agribusiness.

He has previously developed processing technology for sliced apples for the international market and, more recently, processing technology that produces "no-browning" cut avocado.

The processing innovation has been independently tested and validated by a leading Australian scientific organisation and industry regulator, Dairy

Food Safety Victoria, has approved the process as a safe and healthy alternative to pasteurisation.

This found it was able to kill the bacterium that can make untreated milk harmful to people and keep the refrigerated product

fresh for an amazing 91 days.

Naturo, which has received \$250,000 in funding from the State Government, is currently seeking investment for a pilot plant capable of producing 10 million litres per annum using the new method.

It is looking at site options in Queensland, Tasmania and Victoria and the plant, which initially would employ up to 32 full-time workers, would allow the company to establish its own brand of products. Production is expected to increase tenfold in coming years. The global dairy industry is worth \$US413 billion (\$585 billion).

Australia is one of only a handful of countries that produces more milk than can be consumed domestically.

Naturo says its method is a game-changer and the opening of new markets for Australia's fresh milk will provide "a healthy return" for struggling farmers.



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We apologise

In this week's Coles catalogue commencing Wednesday 1st of May 2019, we have advertised McCain Beer Batter Sweet Potato Chips 750g at \$5.50 each. We regret to advise this product may not be available in all stores.

We apologise for any inconvenience caused.

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