

Peel Agri-innovation Ecosystem CASE STUDY

Whole.



Growing the Peel's agri-innovation and food production sectors is a priority for the Peel region as outlined in the Peel Development Commission's Strategic Plan (2023-2025) and the Peel Regional Investment Blueprint. This case study highlights the outcomes of an agribusiness engaging with the agrifood innovation ecosystem, supported by the Commission's programs, investments, and partnerships.

About the business

Whole. develops smart processing technology to create highly nutritious and functional whole-food ingredients while also eliminating waste in the process.

Whole. has been working with global businesses such as Kerry Ingredients to reduce waste along their value chain and to create more functional and nutritious ingredients. As consumers start to demand more healthy and clean label foods, ingredient manufacturers are feeling the pressure to produce these new inputs in a sustainable way. Whole. is continuing to work with Kerry Ingredients, and others, on unique flavour, nutrition, and functionality solutions that can be applied at scale.

"Funding provided us with access to technology and a broader network to test and validate our idea. It also opened the door and placed us in a higher competitive advantage."

- Nick Stamatou, CEO & Co-founder, Whole.

Engagement with FIPWA/agri-innovation ecosystem

Whole. was encouraged to be a part of the Food Innovation Precinct Western Australia (FIPWA) ecosystem and successfully applied to participate in the **X-Protein Lab (XPL) program**.

Being part of the program involved a number of different interactions from events with other participating members, to mentoring functions with Singaporean groups. It enabled Whole. to get better exposure to their technology and an increased understanding of the problems facing primary producers, particularly in Western Australia.

X-Protein Lab had great mentors. Whole. was paired with an experienced investment banker and a protein specialist in Singapore who mentored and made several significant introductions for them, and coached them through their seed capital raising, which they closed and are continuing to grow the business.



Benefits to the business

Nick Stamatiou, CEO of Whole. said, "I would highly recommend a program like the **X-Protein Lab** as an early-stage business, as it allows the opportunity to validate an idea early on. It also provides access to early adopters of the technology that can be critical for start-up businesses. Getting someone to test your technology for the first time is hard and is one of the key elements we achieved out of the **X-Protein Lab program**."

"Being part of the **XPL** has had multifaceted benefits. There have been financial benefits as well as opening our eyes to the opportunities to the competitive advantage of being located in WA and having access to great primary produce. It has led to several relationships with groups in Singapore that recognise the value of clean green produce and has resulted in ongoing research partnerships for things like faba, chickpea and lupin."

Mr Stamatiou further stated that "being part of the **X-Protein Lab** for a business like ours has enabled us to achieve focus – which was one of the most difficult things we were facing as a business as we had too many opportunities and forced us to focus on our competitive advantages in WA. We have since developed commercial offtake partnerships as a result of being part of the **X-Protein Lab program**."

WINX™ Technology

Whole's "WINX™ technology takes traditional inputs in their raw and natural state - like pulses, cereals, and fresh produce and converts these into a highly-functional whole food ingredient without any waste.

The WINX™ technology helps primary producers like fruit and vegetable farmers reduce their waste and costs associated with produce that's typically rejected for sale by supermarkets but still high in nutritional value." (Source: Whole. website)



Whole's Mission

To help accelerate the global transition to sustainable eating by making it easier for food and ingredient manufacturers to access affordable, nutritious and high-performing plant-based ingredients.

For more information about the Food Innovation Precinct Western Australia please visit their website:
<https://fipwa.com.au>

For further details about Whole., visit:
<https://whole.green>

Food Innovation Precinct WA (FIPWA) Testimonial

"The **FIPWA** is much needed in WA as we are a state traditionally only focused in mining and oil and gas. Taking advantage of a precinct like the **FIPWA** to move up the value chain and value-add to the best quality produce to create higher value ingredient streams, is an amazing opportunity for the sector.

There are multiple benefits of getting involved in the **FIPWA**. It provides exposure to other businesses and technology companies, partnerships with Singaporean companies and provides a one stop shop for food innovation within the Peel region, including the Murdoch University food science team on the doorstep to do the analysis."

A stronger economy
Sustainable jobs
Diverse industries



peel.wa.gov.au

- Nick Stamatiou, CEO & Co-founder, Whole.