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# NZ value-added dairy product launches in Japan

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**Singapore:** New Zealand-based dairy biotechnology company, Quantec, announced that it has signed a distribution and supply agreement with a major Japanese specialty ingredients company, Kanematsu Chemicals. Kanematsu will distribute Quantec's patented complex of bioactive milk proteins, called IDP, throughout Japan.

The distribution agreement gives Quantec an expansion opportunity into a key Asian market and provides Kanematsu with access to a unique New Zealand dairy-based bioactive protein ingredient for inclusion into Japanese functional foods and human health products. "Japanese consumers have always looked very favorably on New Zealand dairy products and we expect the agreement between Quantec and Kanematsu to further build on this customer perception of quality and innovation," according to Mr James Groenhart, business development manager of Kanematsu New Zealand Ltd.

Founder and managing director of Quantec, Dr Rod Claycomb said, "IDP is a unique ingredient naturally derived from fresh milk. It contains, what we refer to as having, 'Triple-A' activity - antibacterial, anti-inflammatory and antioxidant. For example, if used in an oral care product, IDP targets and kills organisms responsible for bad odor while leaving healthy mouth organisms unharmed. It does so by being selective and targeting those characteristics of more harmful bacteria."

"We've been working with Kanematsu for over two years to test the Japanese market and prepare for product development and launch. We are especially thankful to Mr Peter Maxwell, Callaghan Innovation's business growth manager at Waikato Innovation Park in Hamilton, who recognized the opportunity for both Quantec and Kanematsu and made the initial introductions," Dr Claycomb added.

This agreement with Kanematsu of Japan comes on the heels of the signing of Quantec's first major international distribution agreement, which is to supply its patented milk protein ingredient, IDP, to China, through Auckland-based company, NZ New Paradise.