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Whole Plant Cell Benefits

People today tend to eat only the delicious part of fruit and vegetables, discarding the most healthy and nutritious elements in the pericarp (skin).

Sugarcane is a robust plant growing more than 4 metres in one year, possessing an elaborate composition of vitamins, minerals and phytonutrients. Traditionally, sugar is the only part of sugarcane consumed.

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100% Australian

The KFSU factory is strategically located in Far North Queensland, home to Australia's largest and most secure sugarcane growing region. KFSU's talented farmers are proactive in sustainable farming methods and are committed to dedicating portions of their crop to the production of Phytocel.

In traditional sugar production, the biomass raw material is discarded or burned to fuel sugar mill boilers. KFSU's innovative milling, which makes sugarcane a 100% usable source for food and health products, has widespread community and industry support, and provides a higher return for farmers.

Premium Food Safety & Quality Control

The stand-alone factory has the capacity to monitor all inputs including cane species, cane quality, and residue levels, with full traceability from farm to consumer.

Batching and Quality Control is conducted on a farm-by-farm basis, with all batch analytical work (including agricultural residues) completed prior to batch release.

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Natural Functional Food Ingredients
To Make Healthy Products

KFSU LTD's headquarters and production facilities are located in Ayr, Queensland, Australia.
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About KFSU

KFSU is an Australian ingredient supply company dedicated to making a positive contribution to community health, well-being and sustainability while providing cost effective ingredients for industrial food producers. We use high quality Australian raw materials to produce natural products rich in functionality.

We strive to deliver the full potential of plant products through ongoing scientific research and development. Our research and development capacity has been built through strategic partnerships with leading industry operators and public research bodies.



It is KFSU's aim to provide food ingredients to assist food companies in producing innovative healthy products that meet consumer need and demand.



Phytocel

Phytocel is a powder rich in dietary fibre, vitamins, minerals and phytonutrients, and can be incorporated into almost all manufactured foods. Particle size is customised for specific applications.

- Increases yield and shelf-life
- 100% chemical free
- Natural
- Allergen free & gluten free
- Sucrose removed
- Full traceability



Broad Application

Phytocel is colourless, tasteless, and odourless and combines seamlessly in a broad range of products.

Bakery

- Bread / buns
- Muffins
- Croissants
- Donuts

Other products

- Noodles
- Juices and drinks
- Snack foods
- Sauces
- Health Bars
- Chocolate
- Pasta

Processed meats

- Burger patties
- Sausages
- Sausage meats
- Deli meats

General Food Benefits

- Fibre claims
- Allergen free
- Natural
- Clean labelling
- Yield increases
- Fat binding
- Water binding

Our Vision:

Our vision is to be a global leader in providing natural functional food ingredients fostering healthier communities. Our products are customer focussed and meet international quality assurance standards, backed by science.

Our Core Values:

Quality Safety Integrity Innovation

The Demand For Healthy Products

Health issues have grown in importance the world over, spurring the demand for natural and functional ingredients high in essential vitamins, minerals and phytonutrients yet low in calories.

This growth in consumer demand for healthy foods, and wholefoods is a compelling incentive for food businesses to create new healthier products using enriching natural ingredients.

Our experience shows that consumers are more inclined to pay more for:

- safer food with a longer shelf life
- food that is organic or bio-dynamic
- increased nutritional value
- more appealing food with improved texture, taste or freshness.

KFSU produces innovative food ingredients to make healthy products that meet consumer need and demand.

A Sweet Australian Story

In 2006 parallel efforts in Australia and Japan were underway to find ways to value add sugarcane crops. Japanese research had revealed promising features of sugarcane new to science. In a twist of fate, Australian entrepreneurs developing processing technologies were united with the Japanese researchers and the journey began.

It took many years to refine processing technologies that would maintain the integrity of the whole-plant-cell and generate a versatile product that could easily combine into a wide variety of foods. Australian business communities supported further research and development in Australia that would unlock sugarcane as never before uncovering a unique suite of vitamins, minerals, and phytonutrients.

This innovative refinement produced Phytocel, a world-first functional ingredient from sugarcane for food manufacturers in the baked goods, snack foods, health foods, cereals, processed meat, processed food and beverages markets.

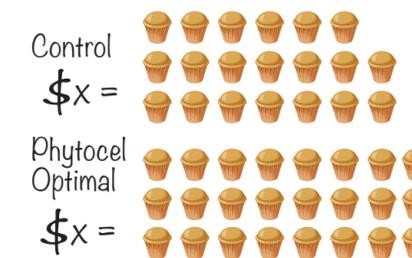
KFSU Directors continue to play a pivotal role in product development and manufacturing. While sugarcane is the primary focus, their dedication to innovation has the potential to unlock Mother Natures' secrets in other plant materials.

From Far North Queensland cane paddocks, international companies have taken Phytocel to health conscious consumers.

Baked Goods Formulation Testing with Phytocel

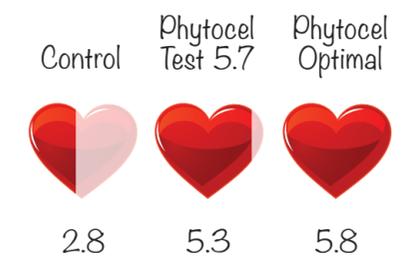
This is an example of some of the independent testing that has been carried out using Phytocel. The procedure followed was a standard muffin mixing, incubation, and baking method. The analytical test reports were provided from GMI Medallion Lab.

Muffin Formula Yield Increase



Phytocel significantly increases yield.

Muffin Preference Score



Phytocel significantly improves flavour.