

Artemis – The Export Opportunity



artemis⁺ Harvesting 2,500 years of plant wisdom.™

S. Clair



Made in New Zealand from carefully selected local and imported ingredients.

Who are we?

- + Founded in Dunedin in 1998 by Sandra Clair, a Swiss medical herbalist
- + Rapid growth since 2012 – 40% CAGR
- + Award winning organisation



Sandra Clair M.A. Post Grad. Dip Health Science, PhD Candidate with *Materia Medica* written in 1588



**Business
Growth Grant**

Top 10 Business 2015



Westpac Otago
Business Excellence Awards
Winner Ethics

fast50
Deloitte 2012

NZ's Fastest Growing Companies

Fastest growing manufacturer —
Otago and Lower South Island

What do we do?

- + Formulate and manufacture plant medicine products in 3 different formats
- + All products are organic or certified organic by BioGro



Therapeutic Teas

15x therapeutic teas that support self-care for a wide range of common ailments including stress, sleep problems and detox.



Oral Liquids

Fresh-plant tinctures, presented in a glycerine base, make oral liquids easy and convenient to take. They target cold, flu and coughs.



Body Care

High strength oils, creams & oral liquids to address a range of skin and nerve problems, including eczema, pain and stretchmarks.

Export strategy

- + Currently, mainly domestic sales via health stores, pharmacy, practitioners, online - deliberate strategy to consolidate home market first
- + BUT experiencing huge growth selling into China cross border (pseudo-export)
- + Entering first export market, with in market partner, this year
- + Plan to be in 2-3 more by 2020
- + Our challenge is supply, not demand



Our Central Otago story

- + Formulations based on Traditional European Medicine (TEM) heritage but we will use NZ grown plants wherever we can
- + The unique environment and climate in NZ produces some of the best quality medicinal plants in the world
- + Artemis already wild harvests a number of herbs in Central Otago – Thyme, St Johns Wort, Californian Poppy, White Horehound, Elderflower, Arnica



To make these products...



The story of one of these....

- + Made from fresh Thyme wild harvested in Central Otago each November
- + Growing demand from Asia
- + 2015 / 2016 sales +300% vs prior year
- + 2016 / 2017 forecast sales increase +250%
- + Here's how we do it.....



It's Time.



To meet our export growth targets we need

- + More land access
- + More plants – variety and volume
- + More pickers and community involvement
- + Long term exclusive supply contracts

Contact Details

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	Thyme (Thymus Vulgaris)	St Johns Wort
When	Early-Mid November (2-3 days)	Christmas/New Year
Part Required	Flower and New Growth	Flower and New Growth
Restrictions	No spray or fertilizer on plant	
	At least 200m from main roads to avoid vehicle fumes	
Requirements	1.5 – 2.0 MT (2016)	200-300kg (2016)
Preferred Location	Around Bannockburn (but very open to other locations)	
Processing	Plant cut with electric (rechargeable) shears Product processed in Cromwell	Plant cut with sickle Product processed in Dunedin