

**THE 17 GOALS**
**169**  
Targets

**3838**  
Events

**1344**  
Publications

**7570**  
Actions

# AGRIBIZ PARTNERING PROJECT

## USD 1M SERIES A EQUITY KICKER

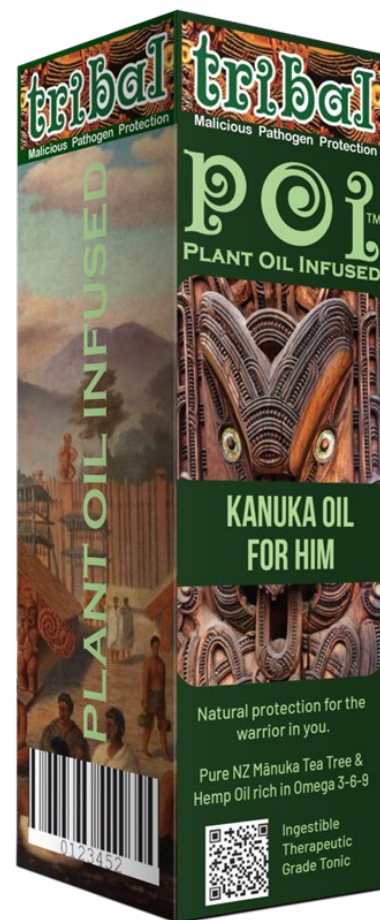


Plant Oil Infused Coffee



'Mānuka  
For Her'

Kānuka  
'For Him'



Natural Capital Partner Entry, Export Production, US & NZ Revenue Launch


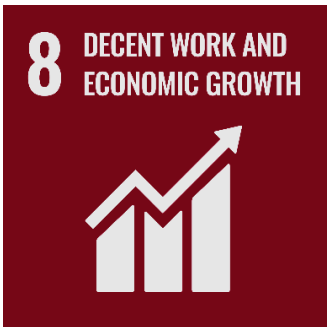


### CONTENT

With NZ tea tree oil procurement lines in place for the shipment of the NZ native mānuka & kānuka tea tree oil and honey to the US, this paper describes the role of the NZ production partner in the development of an export focused, landowner driven Cooperative membership based, regenerative tea tree Grower-Producer agribiz supply hub, supporting the launch and growth of "Tribal" branded natural therapeutic products into the USA as value added, first mover advantaged market disruptors

Authors: Nicholas Iverson, NZ Resident Director+64-9-945 6927 Linda Brink, US Resident Director+1-954 203 6233)  
[partners@tribalmanuka.us](mailto:partners@tribalmanuka.us)

## THE UN HAS SET OUT 17 SUSTAINABLE DEVELOPMENT GOALS

Tribal Health Corp's ecosystem contributes to four of them. These are:

UN GOAL	NZ PRODUCTION	US DISTRIBUTION
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p>Sole source of these endemic plants.</p>	<p>Importation and distribution of therapeutic grade NZ mānuka and kānuka tea tree oil across the USMCA region.</p> <p>Effective in the prevention of malicious, infection causing pathogens in both the home and healthcare facilities.</p>
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p>Long term supply contracts with native tribal landowners delivers sustainable, recurring income on their own lands enabling the development of family owned agribiz ventures.</p>	<p>US product distribution success drives the delivery and growth of these basic needs.</p>
 <p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>Sourced on Māori land in remote economically marginalized rural communities, NZ tea tree agribiz income will have an economic multiplier impact on the wider community as the number of contracted grower-producer families expands in number.</p>	<p>US capital inputs help create the agribiz support infrastructure. A mantra now adopted by the NZ Reserve Bank which is imploring the private sector to contribute capital to the "Māori economy" by creating greater access to capital for rural agribiz landowners.</p>
 <p><b>15</b> LIFE ON LAND</p>	<p>As a native NZ plant species, tea tree requires no fertilizer or any form of synthesized nutrient or sprays to grow and produce therapeutic grade honey and oil resources. All land management applies centuries old Māori tikanga (customary lore) principles, ensuring product sanctity through environmental care.</p>	<p>Increasing US product distribution helps to create and build awareness of "tikanga" being the ancient tribal equivalent to "organic" arising through the application of <b>regenerative land management, agricultural practices.</b></p>

# REGENERATIVE AGRICULTURE

....Regenerative agribiz exporting therapeutic grade NZ Tea Tree health products....

Tribal Health Corp is a Natural Capital Agrifund investment holding company set-up to invest in carbon-neutral, NZ tea tree agribiz ventures that have a kaupapa (*objective*) of interfacing regenerative agriculture with customary land-care practices that accord with tikanga protocols to achieve positive socio-economic outcomes. A kaupapa adopted in recognition of the negative impact that climate change is inflicting, leading to ever increasing disruption of agricultural activity on a global scale. A commitment to deploying tikanga compliant protocols in the production of two customarily gender specific use native NZ tea tree plants that produce therapeutic grade oil. Members of the 60M year old Myrtaceae plant species, Kunzea Robusta (kānuka “for-him”) and Leptospermum Scoparium (mānuka “for-her”) which have modern application in the following healthcare / personal wellness market sectors:



## TOPICAL APPLICATION

SECTOR	MARKET SIZE	CAGR	APPLICATION
Infection Control	USD201B PA	7%	Tests at a leading Taiwanese Medical research university determined that while both oils were effective in suppressing malicious pathogens, kānuka oil appeared to be more efficacious in nosocomial infection prevention. Covid 19 spurred huge demand growth in this sector,
Disinfectant and Antiseptic	USD42B PA	12%	The rapid spread of malicious pathogens as evidenced by the Covid 19 pandemic has seen a increased demand for hard surface applications to inhibit harmful bacteria.
Skin Antiseptic	USD6B PA	9%	Demand for skin antiseptic products is increasing due to rapid spread of hospital acquired (nosocomial) infection.
Complementary & Alternative Medicine	USD117B PA	25%	Application is limited to apitherapy and naturopathic use in this fast growing sector.

## INGESTIBLE APPLICATION (Plant Oil Infused)

Dietary Supplements	USD164B PA	9%	The primary factors driving the growth are the growing geriatric population, the shift from pharmaceuticals towards nutraceuticals due to the growing focus on preventive healthcare, and the growing focus on personalized nutrition. <b>Consumers are shifting focus toward self-directed care driven by the growing personal health and well-being trend.</b>
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# KKR: Nature-based solutions offer chance for PE to 'outperform'

News & Analysis

Daniel Kemp - 25 October 2022

KKR Global Impact director George Aitken said nature-based solutions are the 'perfect assets' for investors seeking arbitrage in combination with climate impact.

## BILLIONS OF DOLLARS ARE MOVING INTO NATURAL CAPITAL FUNDS GLOBALLY

The migration of capital to nature based solutions, driving regenerative agriculture is growing at an exponential pace around the world as investors come to understand the climate change threat and its potential impact on agriculture, the pillar of mankind's survival is very real.

### BUT KEEP IT NATIVE

Yes, NZ is attracting some of this capital, although much of it going into environmentally destructive, non-regenerative, environmentally destructive clear-felling non-native forests for **(1)** timber, **(2)** circuitous "*come back to haunt you*" carbon emission trading schemes which typically do not observe the protocols of tikanga and kaitiakitanga in an environmentally aware world. One where the preservation of more than 1,000 years of societal benefit from land care such as regenerative NZ tea tree, should rank highly on the list of environmental projects to be pursued by today's generation for generations yet to come.

## NZ TEA TREE AGRIBIZ – A BILLION DOLLAR, THERAPEUTIC MARKET AWAITS

Since colonial days, local mānuka and kānuka tea tree was treated as a weed and destroyed by farmers. Today, prized for the therapeutic benefits derived from the flower (**honey**) and the leaf (**oil**). The next "*\$B industry*" was the korero around the country for NZ tea tree honey as prices boomed. \$B? Yes. But only if all participants in this nature based solution **(1)** stop the economically disruptive commercial bifurcation of tea tree as an agribiz, **(2)** pay closer attention to the globally recognized and accepted rights of original peoples to enjoy fair reward for

resources taken from their lands. For instance, in NZ while 85% of the tea tree taonga comes from tribal whenua, circa 85% of the financial benefit goes to parties not related to the whenua from where the taonga was extracted. Yet this economic marginalization of rural whānau can be remedied, thus ensuring NZ's endemic tea tree flourishes in the global marketplace, delivering financial reward on an equitable basis to appropriately entitled players. Tribal Health Corp ("TRC") has been structured to deliver on this kaupapa (*objective*).

### ITS ABOUT PRODUCT UNIQUENESS – NOT SAMENESS

TRC's launch is not driven by overhyped sales forecasts into foreign markets such as MMJ where a quick due diligence will show that these markets are already oversupplied by better capitalized, foreign competitors of the same product as the NZ startups. It is driven by NZ's globally trusted provenance in the agribiz sector for the export of unique native taonga that no other country can claim to have. With no foreign production competition, foreign markets are open and ready to consume unique, endemic NZ provenance.

### AND ITS ALSO ABOUT MARKETING.....

Marketing the health benefits in a way that are easily understood and accepted by US consumers is a must. With a history dating back to when coffee was discovered in Yemen in the 10<sup>th</sup> century, a 1,000 plus years of a natural, gender specific therapeutic remedy in a bottle entering the USD296B PA Complementary & Alternative Remedies sector of the USD4T PA, US health market is a credible marketing support starting point.

# NZ FARMERS – AGRIBIZ CREDIBILITY @ WORK

## NZ TEA TREE AGRIBIZ – A BILLION DOLLAR, THERAPEUTIC MARKET AWAITS

### OUR US REG CF LAUNCH SUPPORT STRATEGY

#### OUR LAUNCH MARKET – THE USA

Our primary US launch vehicle is planned to be supported by a nationwide, SEC REG CF equity crowdfunding campaign targeting the folks on Main Street who will serve as **(1)** providers of expansion capital, **(2)** become brand ambassadors of a unique natural health product, **available from only one country in the world, Aotearoa/New Zealand.** The USD1M Series A Round is a “Natural Capital” investment that will launch revenue generation in both NZ (export sales through the NZ affiliate) and the US through an omni-channel strategy..

#### CONNECTING VIA ‘SEC FORM C’

As a Natural Capital Investment holding company, TRC plans to build and conduct its REG CF campaign in the US around a regenerative NZ tea tree product that is grown and harvested on native lands by “Whānau-on-the-Whāma” (“*families on-the-Farm*”) in Aotearoa/New Zealand, 12,986 kilometers away from the launch pilot showcase in Ft Lauderdale, FL.

#### SUPPORTED BY HISTORICAL STORIES.



A korero that tells a story of how these NZ agribiz investors are working to protect and care for the environment on an intergenerational basis through the deployment of regenerative agriculture that ensures the survival of the native flora and fauna of Aotearoa. The country that appears to produce the only gender specific native plant based therapeutic remedies in the world. Remedies used by the country’s native founders since the 10<sup>th</sup> century. Since the 18<sup>th</sup> century, by colonial explorers such as Captain Cook who had his crew boil the leaves, releasing the oil as a remedy to help prevent scurvy. Proof of a tried and tested ingestible health remedy that cured many colonial seafarers.

#### TO DRIVE A SUCCESSFUL CAMPAIGN - “Medicine Hut” V “Honey Hive” + POI Coffee for “Her” & “Him”

The amazing success of Australian based “Flow-Hive” (*honey hive sales/no equity component*), back in 2015 provides a relatable benchmark for the planned campaign. Like “Flow-Hive”, the “Tribal” campaign needs to **(1)** create interest across a wide spectrum of the US population with a potentially profitable investment, which has growing appeal in an increasingly natural health aware world, **(2)** successfully interface this with “bonus” products perceived as high value arising from 1,000 years of gender specific natural

remedy products, which could be “packaged” in a replica of an ancient Māori store house “*Pātaka*” as a “*Medicine Hut*” for placing on a bathroom / bedroom / kitchen shelf. A memorable campaign structured to deliver an offer that to date, we can find no evidence of this having been taken to the US marketplace. Called “First Mover Advantage” it’s fundamental to investing, with Māori tribal history and remedies delivering a highly memorable crowdfunding “first” in the USA.

# OUR BRAND OBJECTIVE

## *Our therapeutic product branding objective*

*In the same way that Australian owned “Thursday Plantation” became the most widely recognized natural skin care antiseptic with Australian tea tree oil, the Company’s kaupapa is to make “Tribal” branded NZ mānuka & kānuka tea tree oil recognized as trusted, plant based malicious pathogen inhibiting, infection control and treatment remedies in niche sectors of the global healthcare market which have a current addressable market value of circa USD249B PA.*



Mokena Kahere, legendary native trader and his schooner, “Mereana” circa 1852. A trader who quickly adapted to colonial trading practice, exporting to NZ’s far north and Australia.

“Kānuka oil for Him”

“Mānuka oil for Her”

*(Ancient Māori customary use according to Aotearoa hapū lore).*

**Brand marketing** through the use of evocative “Tribal” imagery delivering top of mind recognition as an efficacious, gender specific natural therapeutic native plant oil, produced by a cooperative agribiz ecosystem with demonstrably beneficial socio-economic impacts.

**Product sales** leveraged off low cost-to-market, customary use therapeutic applications into a broad based, mass consumer market. Not the high cost, “holy grail/holy Mary” chemotype centric research claims approach of those who target one off applications reliant on the success of stand-alone, high risk, high cost-to-market, regulated therapeutic products.



# SECTOR DISRUPTION IS COMING!



"POI Mānuka Coffee for Her"



"POI Kānuka Coffee for Him"



100%  
Tikanga  
Process



12 Products, 20 SKU's planned for launch in the first two years