

Quinoa Green Biotech Co. Ltd.



Company Profile

Established Date : Sep. 16, 2011
Paid-in Capital : 9,500,000
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Business Category : Chenopodium formosanum
(djulis), quinoa, Raw materials,
Processed food,
BeautyProducts, Nutrition
Website : www.kullku.com

Daily Quinoa - Healthy Returns to Taiwan after Success Abroad

Quinoa Green owns the biggest farms for growing djulis and quinoa (Taiwan quinoa, pronounced KEEN-wah), and it is the only one with professional quinoa processing technology. The crop is grown in Taiwan's Pingtung and Kaohsiung counties as those areas best suit such grains. Incidentally, the UN Food and Agriculture Organization designated 2013 as the first international year of quinoa. It is a very popular health food in Europe and North America. Quinoa is rich in gamma-aminobutyric acid (GABA), making it a grain that "makes people happy" and is endowed with an extremely high nutritional value. It also serves as a super source of protein for vegans. Quinoa Green's main objective is to create products that are high quality, safe, and value-packed. Through the improvement of varieties, we have engineered quinoa to better suit the needs of Asians. With a firm grasp on growing technology on its private farms and being quite accomplished regarding biotechnology resources, Quinoa Green has continued to take further steps in developing processed foods, health foods, beauty care products, and more, marketing domestically and even beginning to do so abroad.

A Private Brand with a Professional Image - Advantages and Competitive Edge of an All-In-One Operation

1. Keeping up with international trends:

2013 was designated as the first international year of quinoa by the UN Food and Agriculture Organization, being named the "golden grain" to resolve the global food crisis.

2. Private farms and growing technology:

We own the largest organic quinoa farms in Taiwan and have the biggest yield-purchase contracts.



3. Integration of external resources and technology:

We have been working with the Innovative Incubator Center at National Pingtung University of Science and Technology (NPUST), and as a result, have ended the longstanding problem of bottlenecking by developing a djulis seed sorter. Furthermore, we have signed a cooperation plan with Dayeh University to develop over 30 products.

4. Establishment of a professional image for our quinoa brand, Kullku:

With online marketing and exposure through print and e-media, we have achieved the image of the most professional quinoa brand.

5. Creation of unique channels to expand to the international market:

We have opened unique retail stores called Kullku Quinoa Health Shop with about 50 branches all over Taiwan. Our products have shown in large exhibitions both domestic and abroad. They are currently exported to Hong Kong where they account for over 80% of the market.

6. Assisting indigenous people with farmer contracts in an effort to help our community:

We established the Happy Contract Farming Group by signing contracts that guarantee the purchase of yields with nine tribal areas located in Baihe of Wutai, Qingye of Sandimen, and Xiama of Taitung. We provide regular classes to small farmers in which we offer biological pest control information and promote friendly pollution-free growing techniques. This in turn allows young indigenous people the opportunity to return to their hometowns for work while turning traditional crops into a valuable source of income for their communities.



Happy Quinoa Farming Contract - Finding a Future through Cultivating Tradition

Quinoa Green is committed to being the most professional quinoa brand by producing quinoa products that are high quality, safe, and value-packed while continuing to develop quinoa into health food products and even evolving it to be used in beauty care and medical biotechnology products. Thus, it is an all-inclusive brand as it produces food and beverage supplements that promote health, beauty, and happiness. Moreover, in addition to pursuing high standards of quality, we also do our part to protect the environment and help our community. Besides promoting friendly pollution-free agriculture concepts by loving, respecting, and nourishing the soil, we have also signed farming contracts with indigenous tribal areas in an effort to help them build their own industry.

