



Press Release – 17 June 2010

Sustainable opportunities for protein production

Bilthoven –

The global demand for proteins is soaring. By 2050, it is expected that protein consumption can not be met by the current production technologies and substantial shortages will occur. New opportunities for plant-based proteins will appear, as well as for new sources like fungi, single cell based proteins.

Business opportunities

The increasing population and disposable income will lead to a soaring demand for proteins. Huge business opportunities exist in the value chain for seed growers, protein ingredient suppliers, technology innovators, and manufacturers of protein foods like meat & meat-free products, dairy and dairy-free products, bakery, convenience products and also snacks. Multinational Dupont is one of the players, which is actively overseeing the food value chain. Gert Keiner, Industry Segment Leader (Food), Dupont, adds:

" we are currently looking into replacing petrochemicals for renewable sources such as fibre technology. We are focussing on 4 F's: Food, Feed, Fuel & Fibre"

Sustainability is key

The Dutch Ministry of Agriculture, Nature and Food Quality has defined ambitions in making the food industry, including the protein value chain, more sustainable. Programmes have been developed for small and medium sized companies to stimulate innovation.

More co-creation: investments needed

The market for plant-protein based foods like meat and dairy alternatives is increasing fast in most European countries, while per capita meat consumption is decreasing. A shake-out amongst the meat-free and dairy-free producers has brought multi-nationals to the supermarket shelves: Nestle with the Tivall brand, Premier Foods with Quorn and Cauldron, Dean Foods with Silk and Alpro, while Hain Celestial has acquired Linda McCartney, Haldane, Natumi, and other players. Major protein ingredient companies have acknowledged these investments with increased service levels, new product introductions and also with strategic alliances to bring the quality to the next level. Co-creation is one



of the key words in speeding up food quality and taste, according to Tim Finnigan, Head of Meat Free Innovation with Premier Foods adds: *"product delivery is everything and the key to future success lies in evolving a deep understanding of the synergies that exist between ingredients and technology in order to deliver new consumer benefits. Just look, for example, at the way the mobile phone industry has used co-creation to drive real pace and breakthrough in innovation. We could learn a lot from this approach."*

Protein Summit

The Protein Summit – for a sustainable future – on 25th & 26th November 2010 (the Netherlands) will address the latest issues and views related to 3 pillars: business opportunities, sustainable challenges and research & innovation developments. The Dutch Minister of Agriculture, Nature, and Food Quality will be one of the keynote speakers. Other speakers coming from GfK, Premier Foods, DSM and Dupont will share their view on the 3 pillars of this international summit.

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Bridge2Food is a knowledge and network agency based in The Netherlands. Its key strength is the development of specific platforms for the food industry: **'Building bridges between food professionals'**. Bridge2Food is operating in the international food sector. Bridge2Food facilitates **international food networks** such as the **International Food Business Network (IFBN)** tailored to food business managers and the **Protein Innovation Network (PIN)** for research managers with an interest in food proteins. Bridge2Food also organizes a wide range of **food industry conferences** for senior managers of food manufacturing companies in Europe, the USA and Asia.

Upcoming events:

- 2nd Food Protein innovation Conference (FPi 2010), 16 & 17 June, Rotterdam (Netherlands)
- 4th Food Proteins Course, 28 – 30 September 2010, Utrecht (Netherlands)
- Pulses Conference, 9 & 10 November 2010, Amsterdam (Netherlands)
- Buying Soy, 11 November, Amsterdam (Netherlands)



- Developing Soy, 12 November, Amsterdam (Netherlands)
- Protein Summit, 25 & 26 November, Amsterdam (Netherlands)