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Turning sustainability challenges into business opportunities for protein Foods

The world's population is estimated to reach 9.1 billion in 2050. The major countries of China, Russia and India will show a steady increase in the standard of living and hence their demand for animal and dairy proteins will increase. Global food transition is imminent, and the security of supply of food and food protein is set to become a significant global issue.

The need to develop new sustainable protein sources, raw materials and processes could not be more pressing. The time to discover synergies and opportunities between the private sector and policy-makers could not be more opportune. Understanding the challenges we face is the first step towards safeguarding the protein demand and the future of our planet earth.

The Protein Summit 2010 – creating sustainable opportunities

"This summit offers a unique opportunity to bring together the private sector, government and scientists on the subject of protein" says Mrs. Alida Oppers, Director of the Department of Food, Animal Health and Welfare and Consumer Policy of the Dutch Ministry of Agriculture, Nature & Food Quality.

Keynote contributions include business managers and opinion leaders from **Tegut, ASDA, Vion Food Group, Premier Foods, Alpro Soja, Rabobank, Fonterra, FAO, Nutreco, DSM, CBL, Solae, GfK, Burcon NutraScience, CJ Foods, ETZ University, Wageningen and Amsterdam Universities, TNO** and many others.

Major **business, research and sustainability issues** need to be tackled by the value chain. What is driving the demand for protein foods? How do consumers, retailers, NGO's and governments influence the debate and agenda's for food, food ingredient and feed manufacturers? Retailers view sustainability as one of the most important driving forces behind industry growth. Market leaders like Marks & Spencer have invested heavily in drafting and implementing sustainability policies.



Guess what? M&S have saved a substantial amount of money in the past 4 years by rolling out their sustainability actions under the so-called "Plan A". Most retailers have put their first action plans towards reducing their energy consumption, environmental and packaging load, and are now questioning how sustainability can be incorporated in using raw materials and making foodstuffs.

This Summit represents a unique platform for the world's decision makers, stakeholders and business leaders in the foods market with a focus on proteins to meet and exchange knowledge, share ideas and gain inspiration. The combination of plenary sessions, specific parallel sessions and panel discussions guarantees dialogue and insights for all delegates.

With over 150 delegates attending, the Protein Summit 2010 provides excellent opportunities for networking during coffee breaks, reception and dinner, helping to create new international relations in the protein market.

The Summit will cover the following value chain challenges and opportunities:

- ✓ **Global insights** into the full value chain (consumers, retailers, ingredients companies, manufacturers and research institutions) in segments such as dairy, meat, fish, meat alternatives and feed.
- ✓ **Business opportunities:** Learn how to create sustainable opportunities through first-hand accounts and business cases from over 26+ CEOs, directors and researchers.
- ✓ **Sustainability challenges:** Gain understanding of new, sustainable protein sources and processes.
- ✓ **Research and innovation developments:** Meet new business partners at the Protein Innovation Plaza.

The **Protein Innovation Plaza at The Protein Summit 2010** will give companies, research organisations and policy-makers the opportunity to interact, form alliances, start projects and create new business opportunities.

The Summit programme will cover presentations and business cases from B2C and B2B perspective on:

- Consumer demands
- Retail challenges in European countries



- Ambitions of leading food manufacturers from the meat, soy, meat alternatives and dairy industry
- Issues in the animal feed chain
- New proteins sources and innovation challenges

25 November 2010 – Plenary session

Keynote speakers will discuss trends, business cases & opinions followed by a panel discussion.

- *Mr. Peter Beckers, COO, VION Food Netherlands, Germany and International*
- *Ms. Maive Rute, Director Biotechnologies, Agriculture, Food Research, DG Research, European Commission*
- *Mr. Jeroen Leffelaar, Global Head Animal Proteins, Rabobank International*
- *Dutch Minister of Agriculture, Nature & Food Quality*

26 November 2010 – Three specialized sessions with plenary summary & conclusions

Executive officers from food manufacturers, ingredient companies and retailers as well as decision-makers from research institutions, governmental organisations and private companies will attend the Summit. *“The rapidly growing world population and global economic developments have resulted in increasing demand for high-quality nutrition made from animal protein. This in turn places increasing pressure on the development of sound and sustainable production chains. Demand for, and social interest in, meat and meat production offers great opportunities for the creation of new, sustainable business concepts”.* Mr. Peter Beckers, COO VION Food Netherlands, Germany and International.

To register, please visit www.bridge2food.com or call us on +31 (0)30 2252060. **Enjoy the early bird discount when you register before 14 October 2010 and save € 300!**

View full programme on website: <http://www.bridge2food.com>

Venue & Accommodation

The Marriot Hotel, Amsterdam (centrally located). Reserve accommodation with a discount via our website.



For more information contact:

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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:

- 4th Food Proteins Course, 28 – 30 September 2010, Utrecht (Netherlands)
- Pulses & Health Conference, 9 & 10 November 2010, Amsterdam (Netherlands)
- Protein Summit, 25 & 26 November, Amsterdam (Netherlands)