



# Global Industry EcoSystem **Plant-** **Based Foods & Proteins**

For Innovation, Research & Development  
Leaders



# Mission Global Plant-Based Foods EcoSystem



The Aim of the Global Plant-Based Foods Ecosystem, is to accelerate the transition towards a more plant-based diet, with better foods, produced in a sustainable way, as well as increase food security with an abundant supply of proteins for food, feed, and petfood markets.

Initiating €1 Billion Public-Private Partnerships by 2025

# Bridge2Food – Plant-Based Foods & Proteins Focus



To Advance and Accelerate for a Better Food World

Aligned with



# EcoSystem Experiences ...



...say our conferences are the most global in outlook and insight



...of attendees rate our events as excellent and above other events



...say they came away inspired and rich in fresh thinking and foresight



...of attendees are more than satisfied with the business outcomes and the new networks they created



...say our conferences are the most friendly, accessible and easy to network due to the seniority and quality of our delegates and speakers

"The Summit is an excellent opportunity to get new insights for your strategy, to network with your industry peers, and to develop new business."

Dr Christophe Schmitt, Group Leader, Nestle Research Centre



# The What! The Global Plant-Based Foods EcoSystem Agenda Accelerate a Plant-Based Foods and Plant Protein Ingredients Transition



A. Cross Value Chain Trust & Collaborations



B. Road Maps for Plant-Based Foods, Ingredients, Technology & Research, and Human Capital



C. Develop New Industry Standards



D. Pre-Competitive Public-Private Partnerships



E. Picture current on Public & Public-Private Partnership Investments



F. Build consensus: White Papers on Best Practices for Regional, National and Global Public Protein Transition Agenda's



> A Global Agenda with Concrete Collaborations & Actions

# 6 Key Plant-Based Foods & Proteins Challenges



**A. Product Quality:** Taste (off flavour mitigation, bitterness) & Texture



**B. Nutritional Value** of pulses (incl safety)



**C. Product Conformity:** Align methods of analysis in applications plus standardization methods for ingredients, calibration measurements



**D. Valorization of the full pulse,** waste stream reduction (creating additional value and lowering cost)



**E. Life-cycle analysis development (LCA)** incl, sustainability alignment of criteria

7 high-protein pulses ▼



**F. Value chain connectivity** and alignment of needs and wants

# International Advisory Board



**Chris Thoen**  
Innovation director,  
Bühler (USA)



**Anne Louise  
Dannesboe Nielsen**  
Director, PhD, Danish  
Technological Institute (DK)



**Adam Janczuk**  
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Director Protein,  
IFF (USA)



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Group Leader Proteins,  
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Canada (CA)



**Harsha Kshirsagar**  
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**Michel Mellema**  
R&D Leader, Unilever  
(NL)



**Sonja Kalkhoven**  
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(NL)



**Stacy Pyett**  
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Manager, Wageningen  
University (NL)



**Monjur Hossen**  
Principal Product  
Development Scientist,  
Kellogg (USA)



**Dirk Herrmann-Bürk**  
Head of R&D, Hochland  
Simply-V (DE)



# Global Since 2019: 100+ Partners, 300+ Experts

## Food Manufacturers



## Ingredient Companies



## Institutes



## Universities



## Crops



## Analytical



## Technology



# Partner Proposition



- > **50 EcoSystem meetings:** 24 Online Meetings per annum Asian-European time zone/European-American time zone, 2 Live Meetings connected to Bridge2Food Summits
- > **25 Research proposals:** Opportunity to participate in research projects for EcoSystem research/university partners
- > **Connections with Global EcoSystem:** Regular updates of regional EcoSystems around the world
- > **Personalised onboarding:** Each membership (“Partnership”) begins with setting personal and organisational goals, and renews following an annual evaluation and review
- > **Multiple stakeholders:** Members nominate multiple participants, e.g. with responsibility for nutrition, sustainability, product quality/taste
- > **Curated group networking and collaboration:** Members have access to up to 6 global virtual meetings a month for networking, information-sharing, and collaboration
- > **Member projects:** Members can start, join and participate in collaborative national, regional, or global projects
- > **Client success and support:** Members receive advice on networking, ecosystem development, partnerships, upscaling, or marketing as part of their fees
- > **Content site licenses:** Member organisations have access to a password-protected online community, with access to exclusive audio and written content
- > **Newsletter:** All members receive an exclusive weekly newsletter with updates on new partnerships, trends, and industry developments
- > **Promotion:** Member organisations may promote a new initiative, product, technology or service, once a year, to the EcoSystem
- > **EcoSystem champions:** Members are actively encouraged to advocate for their EcoSystems, and to refer new members

# Bridge2Food & Research Projects



## Bridge2Food Key Experts

- **Gerard Klein Essink MSc** in Food Technology and MBA in Strategic Marketing. Gerard is the founder & CEO of Bridge2Food. He has an extensive career in leading networks in the plant and animal-based protein industry. He had published many leading market research reports, organised more than 40 key leading industry & research meetings, written over 50 articles in different food industry magazines. He has also written strategic innovation reports and research grant proposals for the Dutch and other governments and he has been involved in many industry consultancy projects across the globe. Klein Essink is often a frequent speaker at international food and Agri forums. He was also involved in the EU Metaphor & Prominent projects and is currently the lead for the Plenitude & Profuture Projects. He has over 30 years of international food industry experience working in research, food ingredient manufacturers, and food manufacturers. Gerard is also an evaluator project at Teagasc Ireland.



# Bridge2Food & Research Projects



## Bridge2Food Key Experts

- **Russell Ward PhD is Associate Partner at Bridge2Food.** Russell founded **RW INNOVATION** in 2008 to provide ingredient suppliers and consumer goods producers with the technical expertise and market insight necessary for successful product innovation. After post-doctoral research at the CNRS in France, Russell has occupied leading roles in innovation and R&D with major multinational food/beverage and household product manufacturers: Unilever, Reckitt Benckiser, Danone, and Jacob Douwe Egberts. In his consulting work Russell has delivered significant gains in the effectiveness of new product development for food and food ingredient manufacturers and has developed extensive experience in food ingredients market research. He has spoken on innovation at numerous events including Vitafoods, Food Matters Live and Bridge2Food summits and conferences. Russell acts a mentor to start-ups in the ToasterLab accelerator and is an evaluator for EIT Food and EIT Mass Challenge. He has over 30 years' experience in the consumer-packaged goods industry and has worked on projects throughout Europe, in Russia, Turkey, the Middle-East and China. He works in English, French and Dutch.





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