

Call for partners pre-competitive research program

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### **Goal**

Transform European consumption patterns and protein chain;  
achieve a step change to a sustainable, economically-viable and self-supporting supply;  
enable a shift toward phototrophic sources.

### **Sub-goals**

1. Realise a consumption shift towards sustainable protein sources
  2. Increase (new) protein production systems and optimal (re-)use of sources
  3. Design smart (minimal) processing, directed from application needs
  4. Make tools for redesigning the protein supply systems and predict impact of measures
- Forecast metric tonnes protein demand in 2054 (Lux Research)
  - Expected growth in market for alternative proteins per year to 2020 (FAIRR)
  - Reduction meat consumption in the Netherlands 2005-2015 (Agrimatie)

### **Pre -competitive (NWA) program**

- Focuses on pre-competitive research,
- In collaboration with leading Dutch academic partners,
- To develop new breakthrough insights.

Currently open to the following types of partners:

- Plant-based protein ingredient suppliers
- Technology suppliers
- Feed companies seeking new protein sources
- Food & beverage companies with plant-based protein products

### **Your benefits of participation**

- Achieve fundamental insights to enable the next generation of alternative proteins
- Provide input on research directions during project execution
- First access to results as they become available
- Right to apply non-protectable foreground IP
- First right to license protectable foreground IP
  
- Projected CAGR meat substitutes through 2023 (Research andMarkets)
- Projected CAGR dairy alternatives through 2024 (GVR)
- Number of Dutch citizens who abstain from eating meat “a few days a week” (WakkerDier)

### **Program overview**

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### **What's next?**

- Once you indicate your interest in supporting this trajectory, we will ask for a non-binding letter of intent.
- You are welcome to indicate additional/preferred partners for us to approach.
- A pre-proposal and letters of intent must be submitted to NWA by September 10th 2018.

- Between September and December your input will be requested in developing the full proposal.
- The full project proposal will be submitted in December 2018.
- Project execution to start Q2 2019.

**Contact**

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