

Protein Efficiency

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

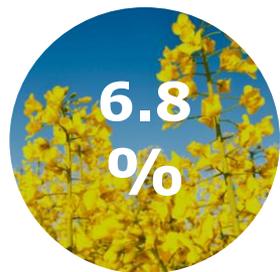
- Focuses on pre-competitive research,
- In collaboration with leading Dutch academic partners,
- To develop new breakthrough insights.

Currently open to the following types of partners:

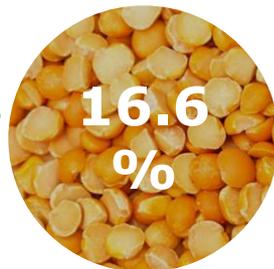
- Plant-based protein ingredient suppliers
- Technology suppliers
- Feed companies seeking new protein sources
- Food & beverage companies with plant-based protein products

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)**

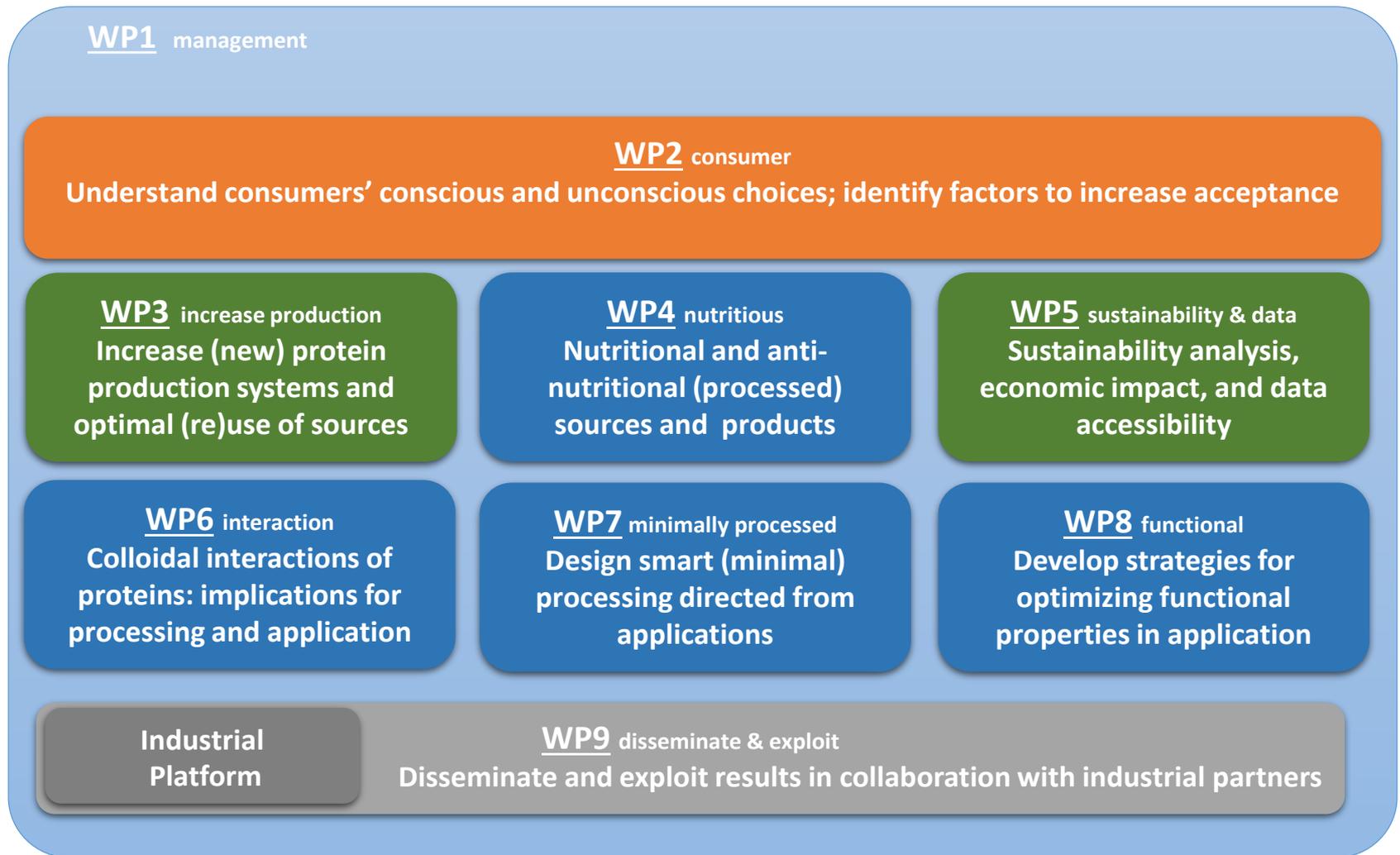


**Projected CAGR
dairy alternatives
through 2024
(GVR)**



**Number of Dutch
citizens who
abstain from
eating meat "a
few days a week"
(WakkerDier)**

Program overview



Academic partners



Universiteit Utrecht

Radboud Universiteit



VRIJE
UNIVERSITEIT
AMSTERDAM

TU/e Technische Universiteit
Eindhoven
University of Technology

DONDERS
INSTITUTE 



WAGENINGEN
UNIVERSITY & RESEARCH

has
hogeschool

 Green
Protein
Alliance

 WAGENINGEN
UNIVERSITY & RESEARCH



What 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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