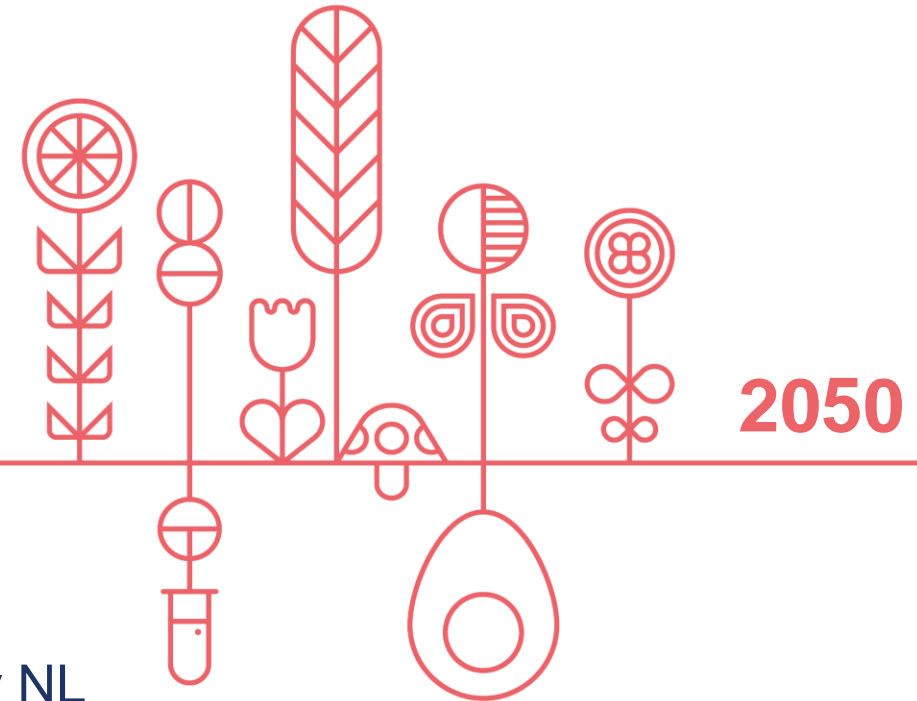




The Protein Revolution:

So(y) What?



CSI Webinar, October 19th 2023

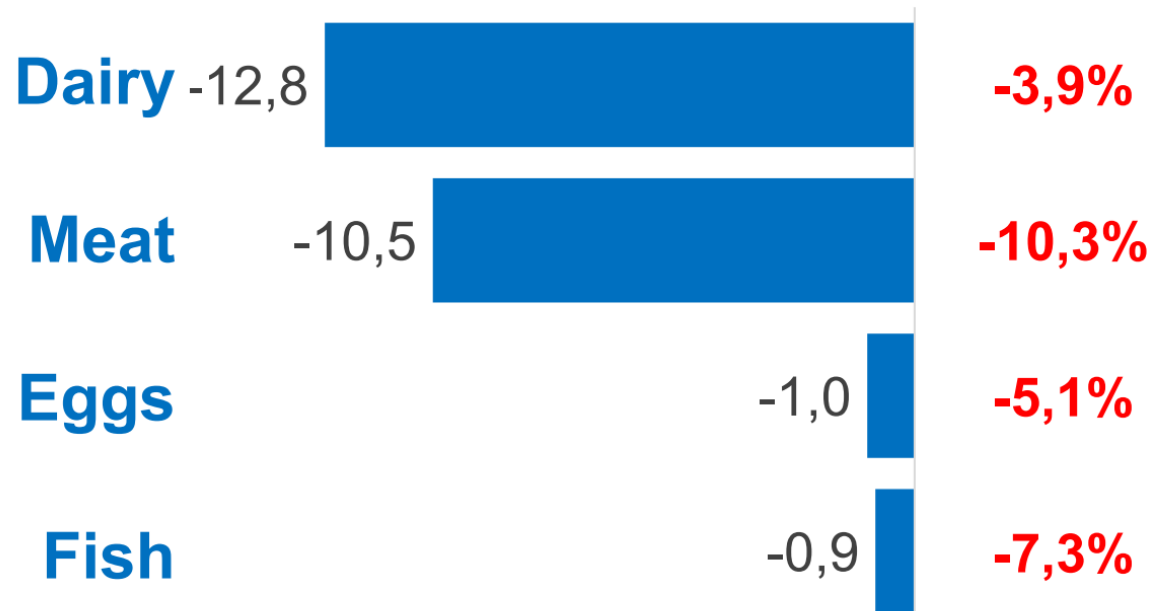
Jeroen Willemsen – Lead Protein Transition Foodvalley NL

Jeroen.Willemsen@foodvalley.nl

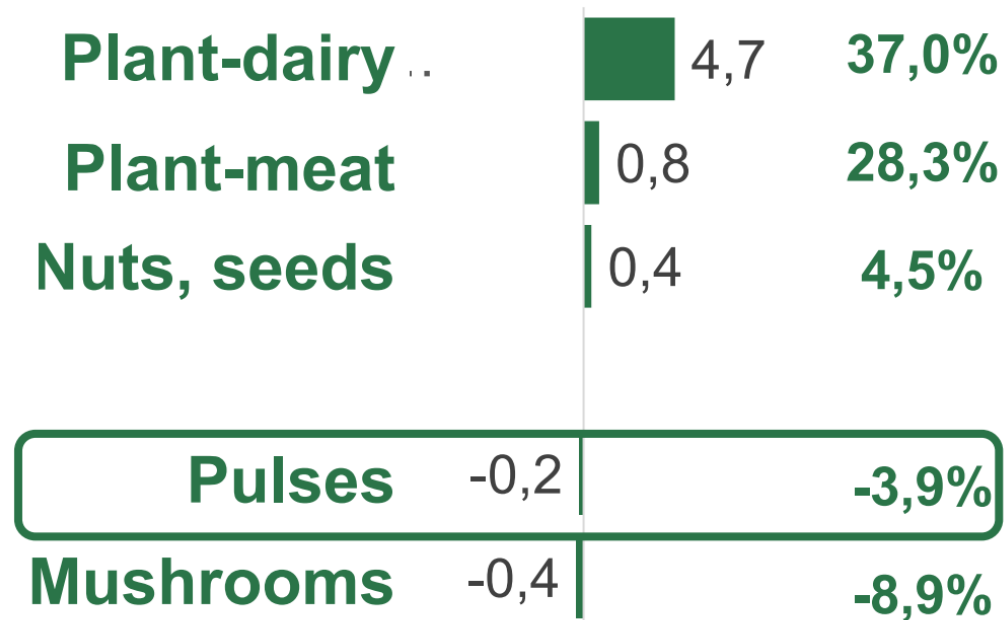




Animal based



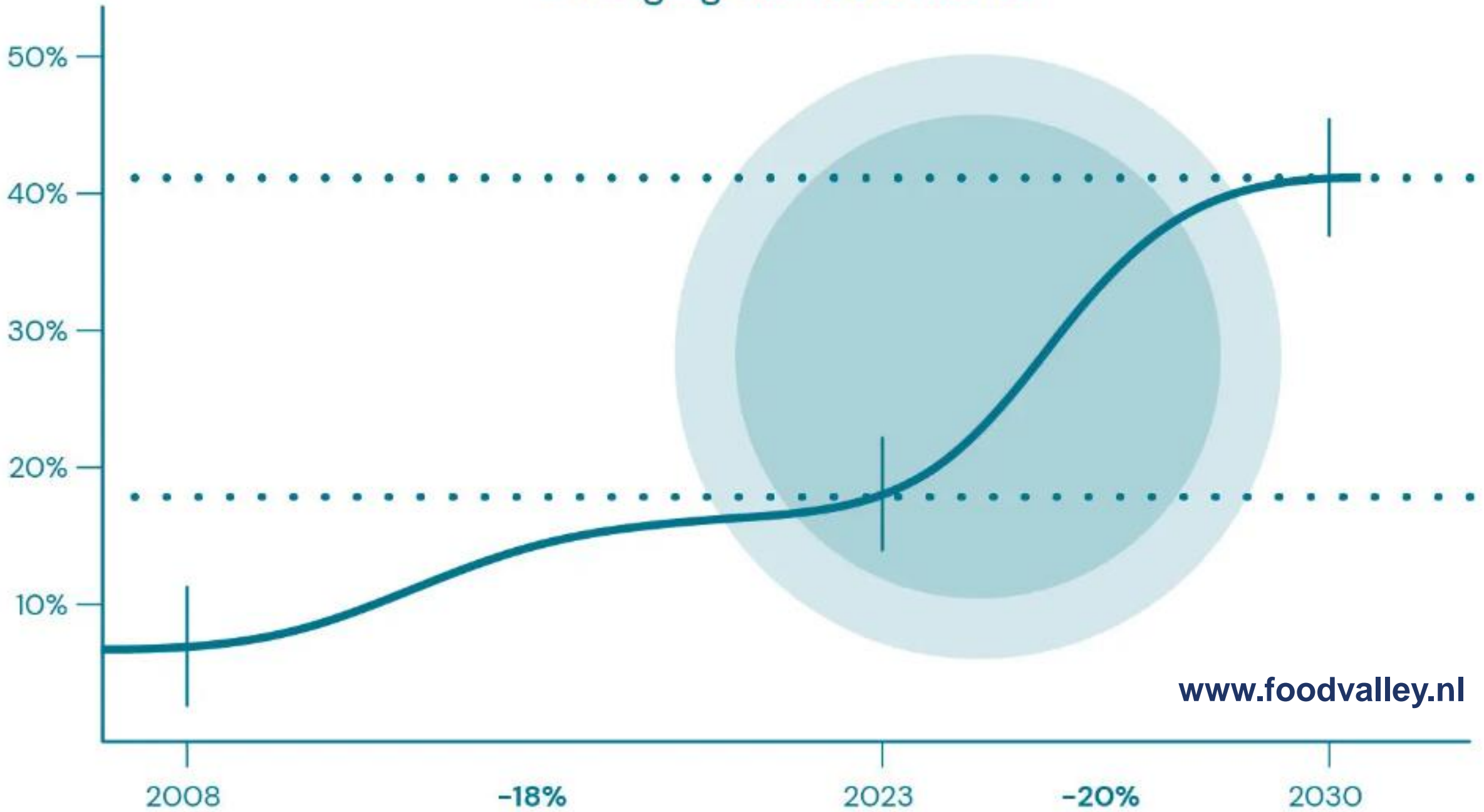
Plant based



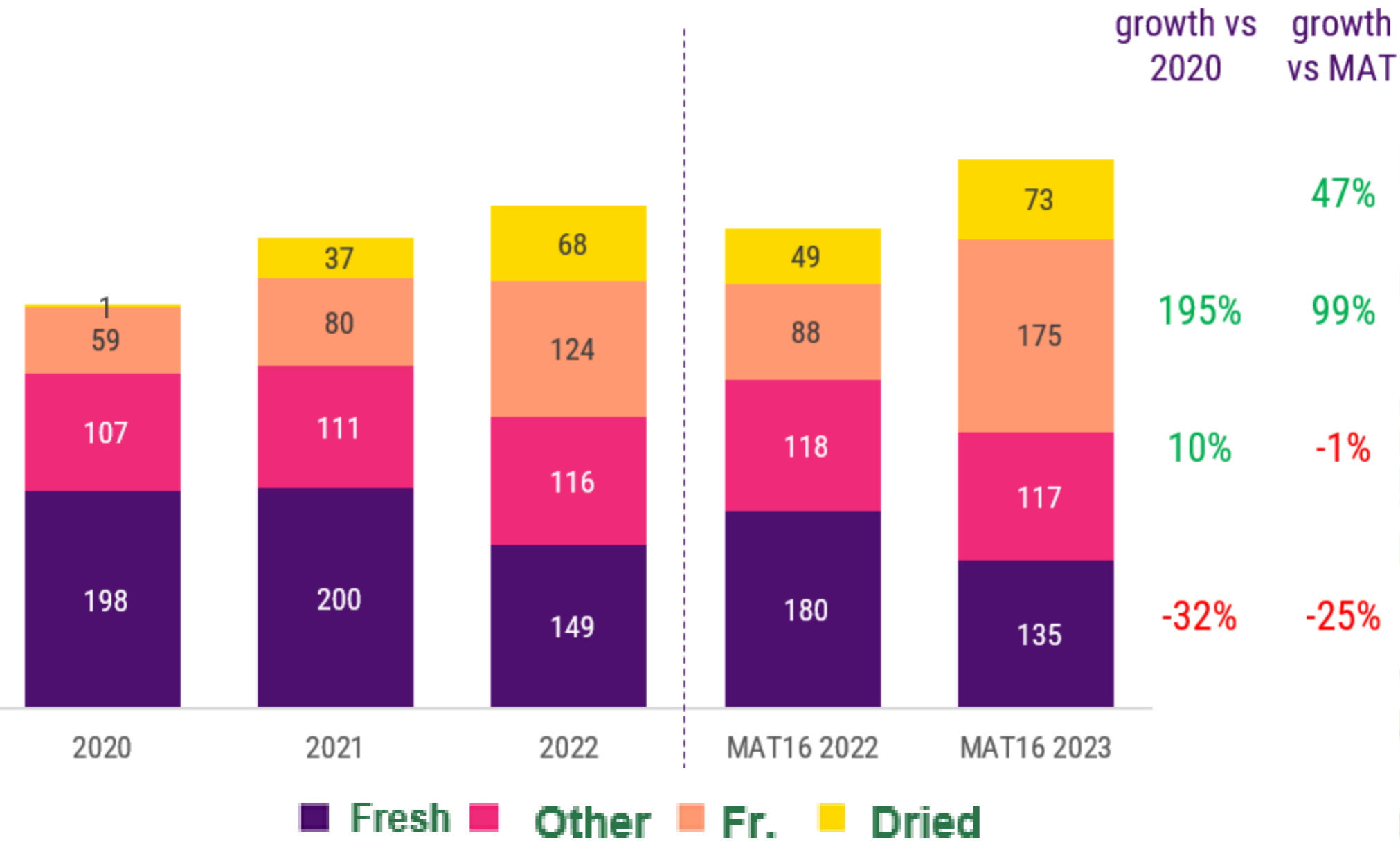
Absolute (*M) & relativ volume growth – Q2 2023 vs. Q2 2019 – Retail (excl. HD) incl. online

Source: Green Protein Alliance - Circana

Changing our food habits



Volume (*K)





GESNEDEN GROENTE

Maaltijdsalade POKE BOWL met sesamdressing

CH

SALADE

ZELF TOEVOEGEN:
 1 EETRIJPE AVOCADO
 100 g GEROOKTE ZALM
 2 el (RIJST)AZIJN
 1 tl SUIKER

VEGATIP: DMELETREEPIES
TIP: SOJASOUS EN/OF WASABI

2-3 PERSONEN | 30 MIN. BEREIDING | 30 MIN. AFKOELEN

GEKOELD BEWAREN

ENERGIE 125 G P.P.

NUTRI-SCORE A B C D E



Green Bowl

Een salade met gekruide parelsojans en zachte witte kaas, getopt met een frisse dragendressing



QUINOA NOTEN

SOJA-GEMBER-SESAMDRESSING

CH

VEGAN

NUTRI-SCORE A B C D E

60 GRAM



CH

LUXE WOK JAPANS

SOJABONEN
GELE WORTEL

BEREIDINGSTIP
 Lekker in een Japanse salade met noedels, komkommer en sojasaus

400 g

NUTRI-SCORE A B C D E



4X

CH

Handje Noten

Pinda, amandel & krokante edamame

VEGAN

per portie (35g) | per 100g
 kcal 203 | kcal 572
 kJ 842 | kJ 2373

Producer and interbranch organisations

The European Commission supports farmers' participation in producer and interbranch organisations.

20





Lidl targets protein transition

Date: 12.06.2023

Lidl Netherlands has set a concrete target for the protein transition for the year 2030. By then, the supermarket chain wants 50% of the proteins sold to be of plant origin and no more than 50% to consist of animal proteins. Currently, the ratio is 38 % vegetable and 62 % animal.

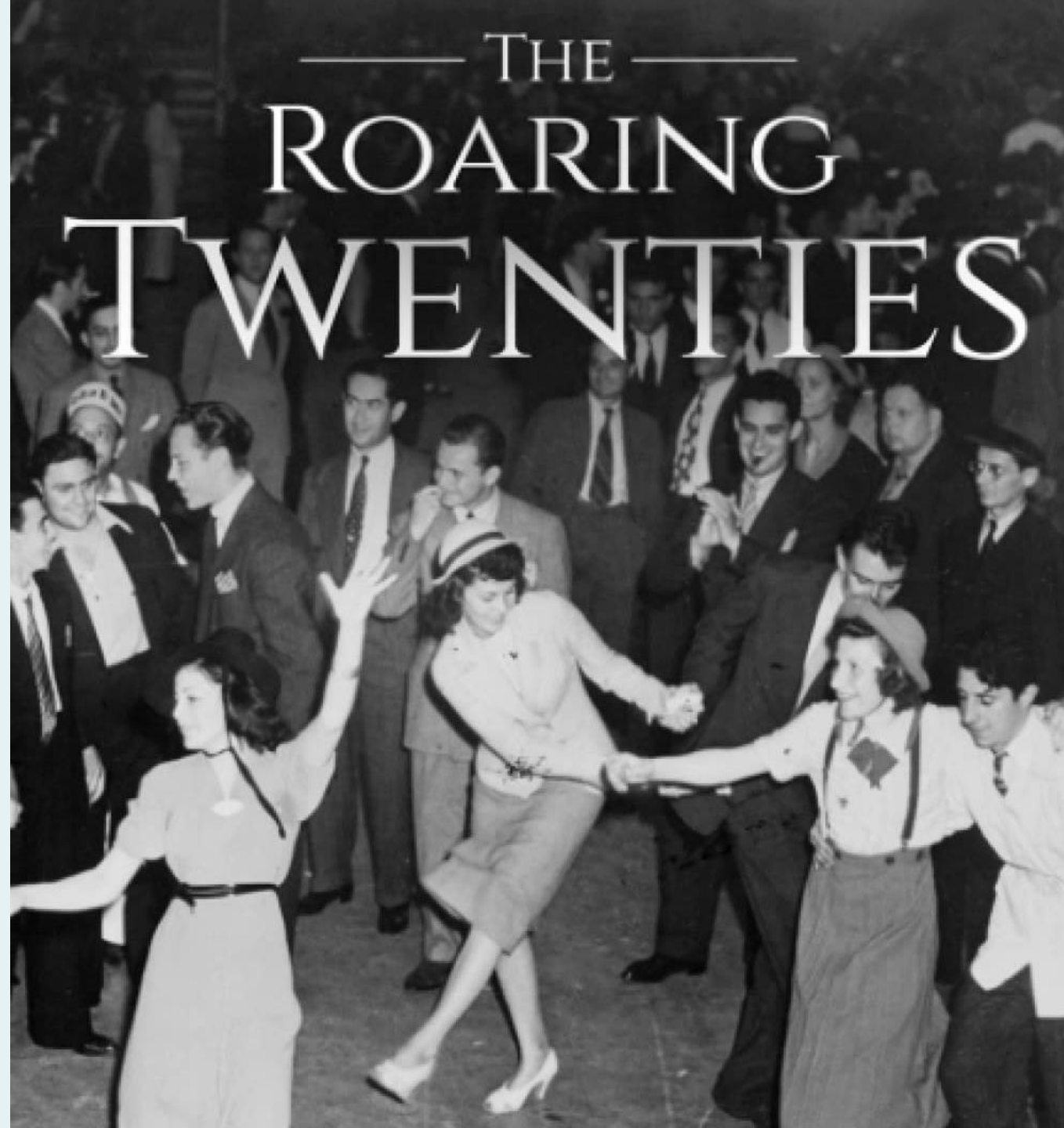
CSRD affects more and more food companies

22 September 2022





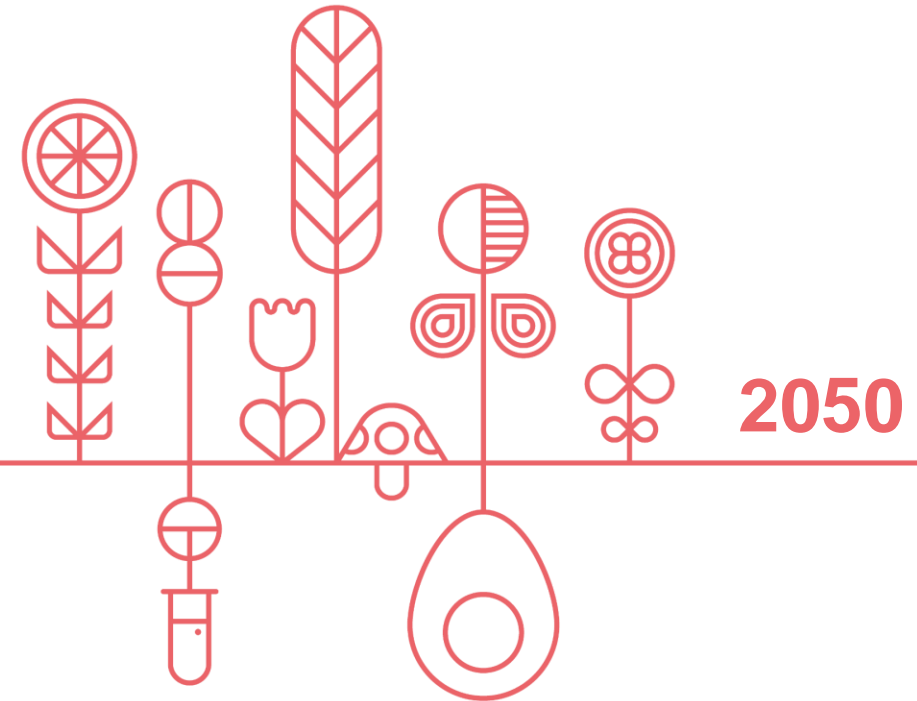
— THE —
ROARING
TWENTIES





The Protein Revolution:

So(y) What?



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Jeroen Willemsen – Lead Protein Transition Foodvalley NL

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