



August 2016

## What you eat impacts climate and well-being!

Did you ever wonder how personal eating habits relate to climate change? Perhaps you should, because with a growing world population (expected 9.7 billion people in 2050) the protein intake from plant sources should increase dramatically to be able to feed all these new inhabitants.

Does this mean we should all become vegetarians or vegans? For sure not! But to meet the future restrictions on land and water use we will have to move to a more balanced diet regarding the ratio between plant and animal protein. Keep in mind that it requires 6 kg plant protein to feed life stock to produce 1 kg of animal protein...').

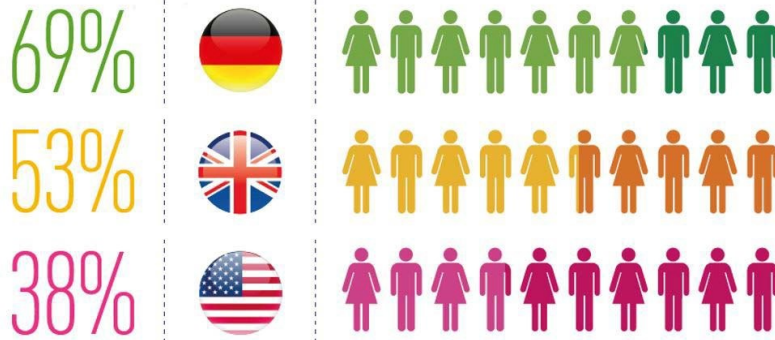
According to SIWI the animal protein part of our diet will have to decrease from 20% (in 2012) to 5% (in 2050<sup>\*\*</sup>). Therefore the way forward is moving towards a more "flexitarian" diet (part-time vegetarian).

In addition to the sustainability impact of a more plant-based diet, there is also a clear health impact. Overwhelming evidence shows that there are strong positive side-effects coming from a more plant-based diet. In general, this type of diet consists less fat, extra fibers and proteins which is all associated with improved health and wellness. So the flexitarian trend is on the move.... But the real signifiers that this way of life is here to stay, is a Facebook group and Google trends search engine which points out that the interest and amount of searches over time has rapidly expanded.

## Some are vegetarian, but many more are flexitarian

- More than 120 million American consumers can be considered as a flexitarian.

% of consumers that reported eating meatless meals once a week or more:



This graph (source: Innova) shows the flexitarian trend which is predominant in EU and starting in USA. As a result, vegetarian & vegan product innovations are booming, targeted at the mainstream consumer. Critical factor for market success remains excellent taste and texture, similar as the benchmark.

Avebe is taking an active role and only offers plant-based ingredients that are derived from non-GM potatoes. These ingredients can be used for vegetarian/vegan, allergen-free, clean label, kosher or halal solutions. Target is to provide the food market with plant based concepts for healthy and highly nutritious end products without compromising on taste and texture.

At Health Ingredients Europe (29 November – 1 December 2016, Frankfurt) Avebe will launch texture and nutrition solutions and a new, highly nutritional Solanic® potato protein. You are welcome to visit and taste our new concepts!

<sup>\*)</sup> 'Sustainability of meat-based and plant-based diets and the environment', The American Journal of Clinical Nutrition; 2003 American Society for Clinical Nutrition

<sup>\*\*)</sup> SIWI (Stockholm International Water Institute), 2015.

## IFT Chicago - Good to be back!

After three days of ingredients innovation, dynamic networking and new leads, IFT Annual Meeting and Food Expo Chicago (IFT) 2016 – a large food ingredients exhibition in the US – closed on 19 July. More than 23,000 food professionals from 90 countries attended the show to catch up on the latest technologies.

Sally Romano, Sales Manager USA & Canada: "It was good to be back at IFT where we had an intense three days with current and potential customers presenting our portfolio of solutions based on potato starch and proteins for texture. We received many requests for samples from our latest product range which meet the current trends such as non-GMO, natural, clean label, grain free and "free-from". Besides our latest product range, we are working together with the R&D and Marketing team on exciting new products to meet these needs."



## Game changer for the fresh cheese and yoghurt industry

While our product Etenia™ can be used as a creaminess enhancer in many dairy products, its true potential is unlocked when used as a whey binder. Why? Because if we use Etenia™ to create a typical fresh cheese or strained yoghurt texture, we get 4 times more final product from the same amount of milk! This is a major advantage for our customers: the full intrinsic value of milk is utilized and acid whey is not produced anymore.

Traditionally, many different types of fresh cheese and strained yoghurt are produced by concentrating the fermented milk, leading to only 25 percent final product and more importantly, 75 percent acid whey. Generally, the by-product acid whey cannot be utilized efficiently and is an environmental issue. The majority of it ends up as fertilizer or is incorporated into animal feed.

[Download our white paper](#) to discover how to change the world of fresh cheese and strained yoghurt by using Etenia™.



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## Customer survey Avebe website

Listening to our customers is essential in order to continuously improve our services. We have gathered all feedback from the survey about our website. To thank our customers who provided feedback in our customer survey, we drew a winner. The top 3 of most mentioned items:

1. More information about market trends
2. More information about products
3. Navigation on the website could be improved.

The coming period we are going to use the feedback to improve our overall customer experience on the website.

## About Avebe

Avebe is a cooperative of 2.500 growers of starch potato in the Netherlands and Germany. Each year, the starch potatoes of those members are processed into high-grade ingredients based on potato starch and potato protein; they add value to food products but also to industrial applications worldwide. Avebe works continuously on developing new opportunities and applications based on starch potatoes and is focused on sustainable continuity. The company has over 1300 employees and production sites in the Netherlands, Germany and Sweden and sales offices in the United States, Europe, Asia and the Middle East. Our head office is based in Veendam, The Netherlands. Avebe is a registered trade name of Coöperatie AVEBE U.A. For more information please visit [our website](#).

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