

# Changing what we eat, not the way we eat

**First of its kind** Biorefinery to produce protein



# PLENITUDE

The first-of-its kind, large scale production of proteins for food applications from alternative sustainable sources using a zero-waste biorefinery process.

## KEY FACTS



### LARGE & GROWING MARKET

- ✔ **500M+ Tonne** market for meat (protein)
- ✔ **Plant Protein** estimate **>100M Tonnes** by 2050



### ECONOMICALLY ATTRACTIVE

- ✔ **€17M** Flagship Grant from BBI JU
- ✔ High added value diversification



### RESOURCE EFFICIENCY

- ✔ **75%** greater feed conversion vs meat <sup>[3]</sup>
- ✔ **50%** greater feed conversion vs meat alternatives <sup>[3]</sup>



### HEALTHY

- ✔ High in protein; High in fibre
- ✔ Zero cholesterol; Zero trans-fats



### SUSTAINABLE

- ✔ **75%** lower CO2 emissions vs beef <sup>[1]</sup>
- ✔ **93%** less water consumption vs beef <sup>[2]</sup>



### PROVEN PRODUCT APPLICATION

- ✔ Established role with leadership in the market
- ✔ Multiple product and value chain applications

Source: [1] Geber et al 2013. [2] Chapagain et al 2003. [3] Alexander et al 2016

## ADDRESSING SUSTAINABLE PROTEIN FULLY ALIGNS WITH UN SDG'S



## CREATING 5 NEW BIO BASED PRODUCTS & VALUE CHAINS

Meat Alternatives



Meat Hybrids



Pet Food



Cultured Meat



Bio-Plastics



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