

PROTEIN TRENDS & TECHNOLOGIES SEMINAR

Global Food Forums, Inc.

Protein Trends & Technologies Seminar

May 23-24, 2017



Of Hashtags & Handles (and branding)

Recommended hashtag: #proteinSeminar

Hashtags in tweets enable the tweet to be indexed by keywords/ topics. People can follow topics of interest...a twitter account is not needed.

Search online for #cleanlabel or #natural or #foodscience

Username (aka handle) @globalfoodforum

Global Food Forums: Exclusive use of

“globalfoodforum” A tweet with @{username} is a way to mention that person, link to their profile and sends them a message. (I get a text message notification).

PROTEIN TRENDS & TECHNOLOGIES SEMINAR

Pre-conference: Business Strategies
May 23-24, 2017

TWO INTERESTING PRODUCTS

Claudia Dziuk O'Donnell, MSc, MBA, Co-owner
Global Food Forums, Inc.





SURVEY RESPONDENTS

200 Product Formulators; 125 Companies

- 78% - processors of consumer food/beverage products
- 12% - ingredient suppliers
- 6% - nutritional supplements companies
- 4% - food product development contract firms

Animal vs. Plant Protein

Hip Chick – A Good Source of Protein



HUMANELY RAISED

ALL VEGETARIAN DIET

Animal vs. Plant Protein

17 PROTEIN CHARACTERISTICS LISTED

- Taste was the most important overall.
- Taste was the characteristic that animal and plant protein users expressed the greatest difference in priorities.
- Formulators primarily using animal proteins focusing most on taste.
- Formulators primarily using plant proteins placed equal value on taste and clean label implications.

Source: Global Food Forums' 2017 R&D Report: Protein Ingredients

Protein Ingredient Use

Technology, Sustainability (Reduced Waste) & Differentiation



FROM SCALES OF SNAPPER WILD-CAUGHT NEAR HAWAII

Online = \$49/10.6 oz
(\$77/lb or ~€154/Kg)

INCREASED / DECREASED PROTEIN USE

- Plant proteins took top 11 spots of 29 proteins listed
- Fish protein – 23% said increased use
- Collagen – 27% said increased use

Source: Global Food Forums'
2017 R&D Report: Protein Ingredients