



A view of the food sector

Workshop Profitability of protein crops. Budapest. Hungary

26 - 27 de November 2014

Proteins in food industry

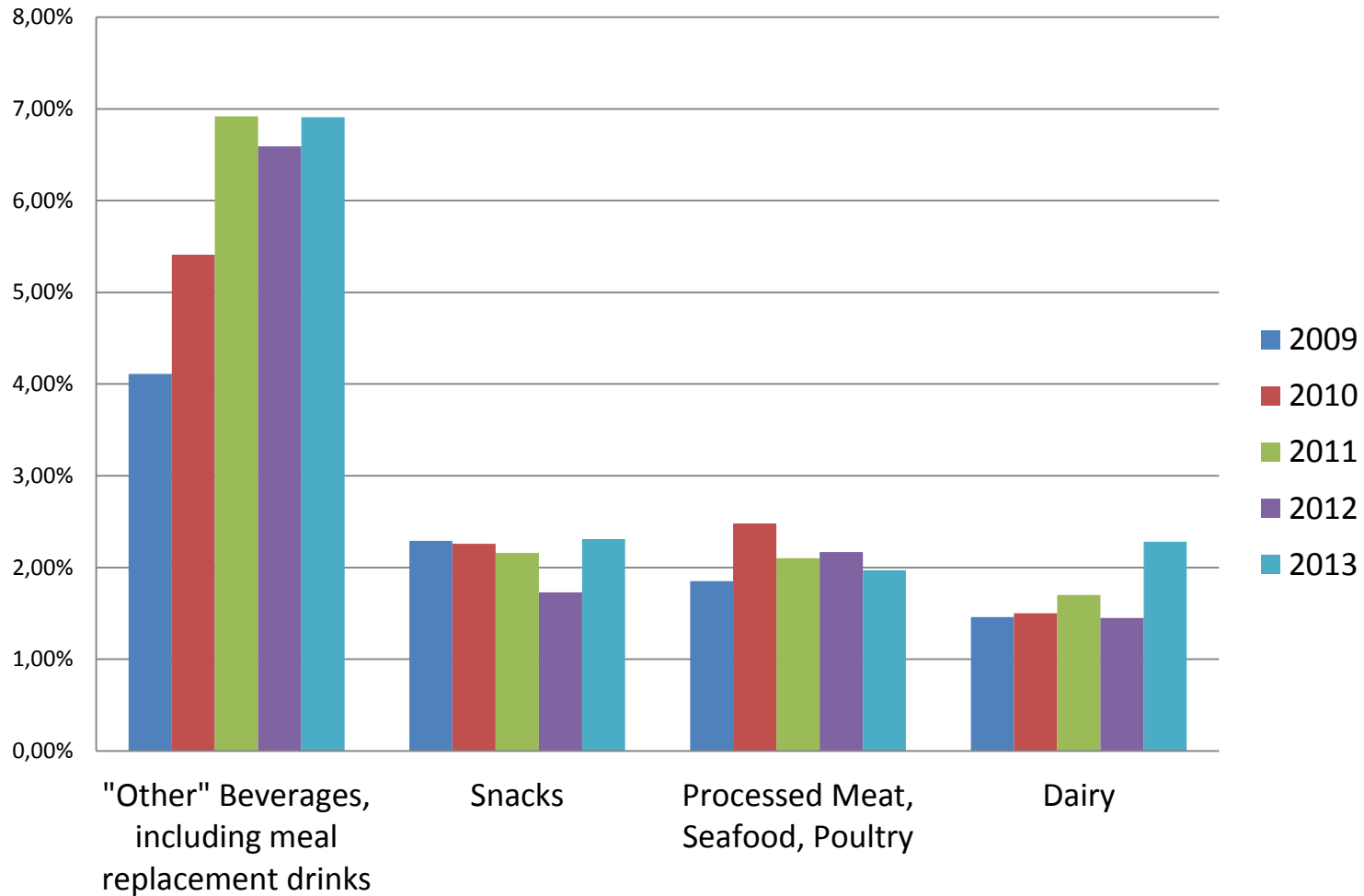
Whey and soybean protein is being used in approaching 40% of all food and drink launches with a high protein claim globally, according to GNPD data. Other types of protein are quite low, at .5-2%, but appear to be growing over time (*)

There is increasing use of high protein plant-based ingredients such as quinoa, chia, linseed, hemp and **pea**.

Rice protein (appealing because of its **neutral taste and allergen-free status**) is also considered to be a good potential protein source for sports nutrition products

Proteins in food industry

Products showing protein claim, as % of total category, selected categories, 2009-2013



Current situation



Paradigm *shift*



Current situation

Pressure on the manufacturer implies:

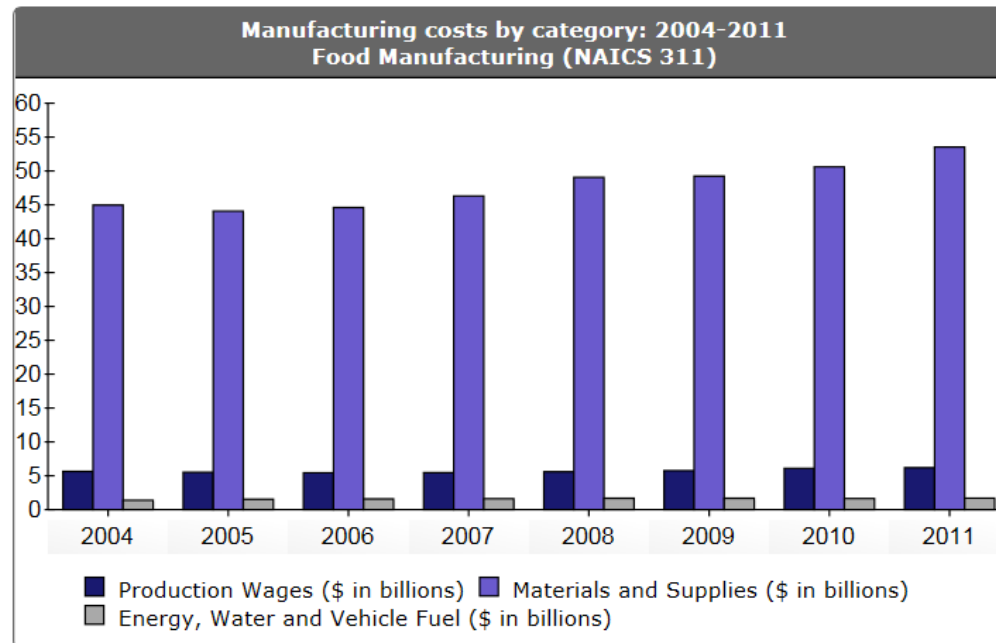
Increase efficiency of process (Performance improvement)

Vertical integration

How is affecting this to NPD & R&D?

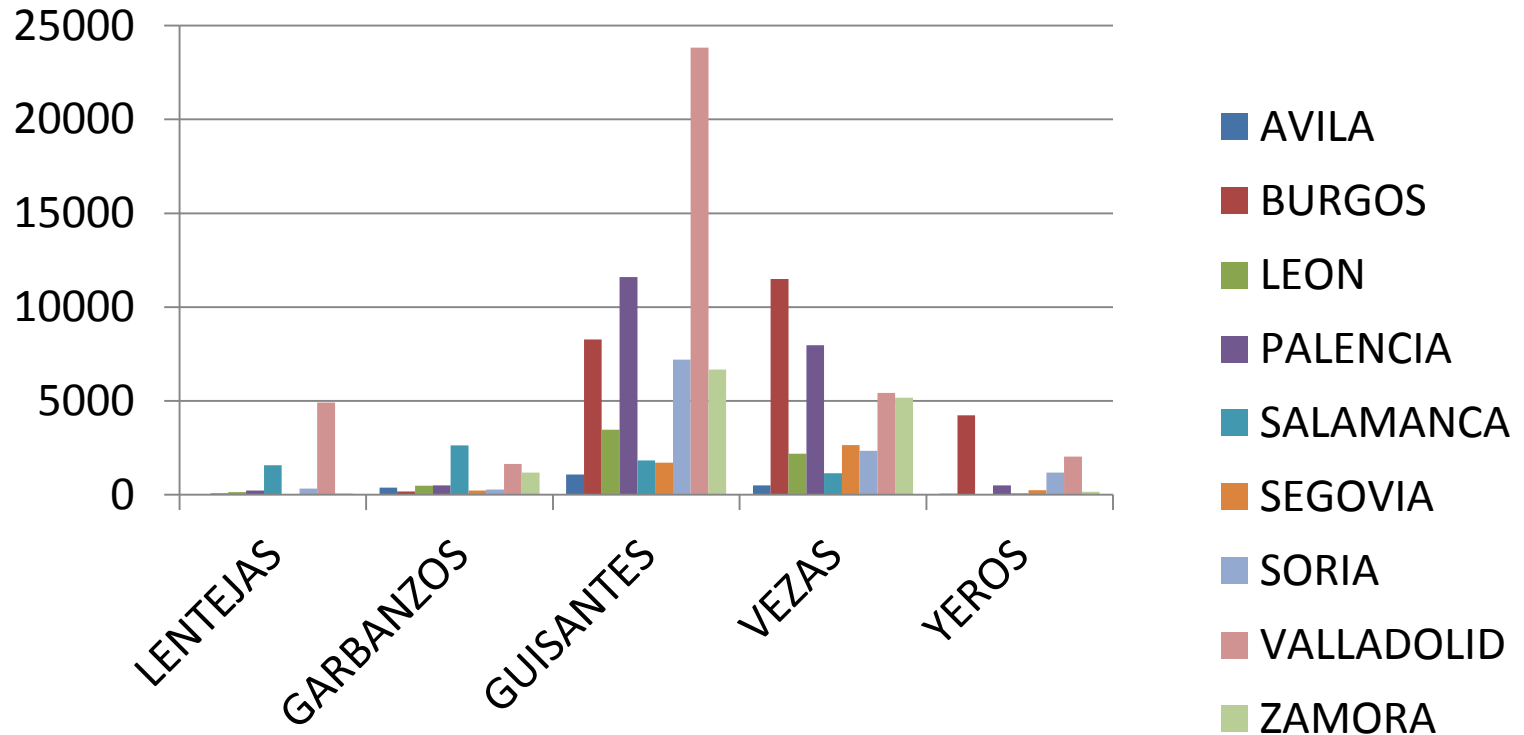
Products with real added value easily perceived by consumers

Pressure on the production methods (in particular agricultural systems)



Source: Statistics Canada, special tabulation, unpublished data, Annual Survey of Manufactures, 2001 to 2003; Annual Survey of Manufactures and Logging, 2004 to 2011.

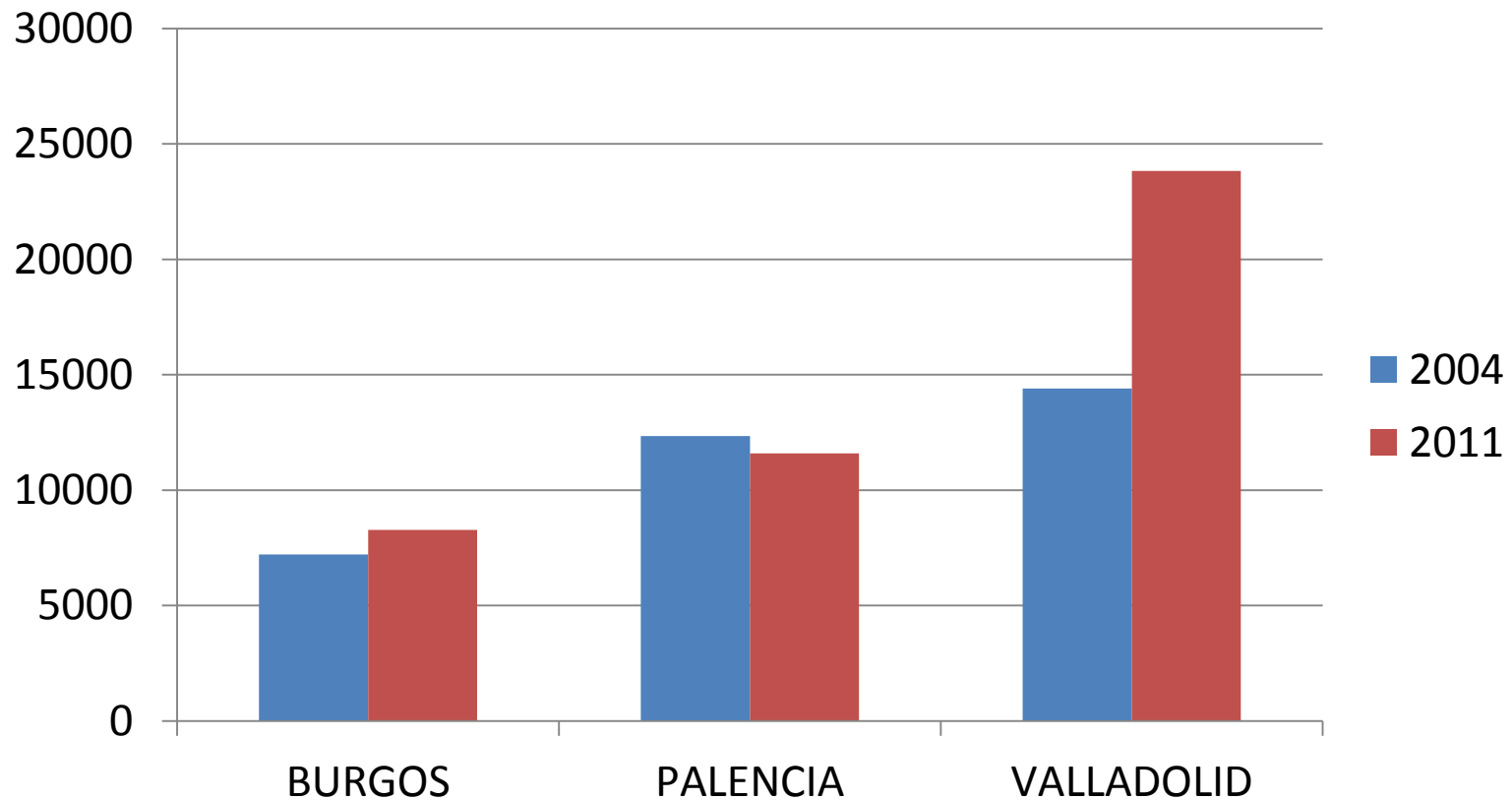
Effect of transformation plants in production



Source: Servicio de Estadística, Estudios y Planificación Agraria. Junta de Castilla y León

Effect of transformation plants in production

Evolution of pea crop area in three regions in Castilla y León



Source: Servicio de Estadística, Estudios y Planificación Agraria. Junta de Castilla y León



Thanks !

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