



5 Tips for sustainable food ingredient development

Gain sustainable expertise for long-term food success

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Introduction

In recent years, the food industry has seen a shift towards sustainability as a backbone for the creation of new ingredients. This trend has been driven by the need to reduce the carbon footprint, create a circular economy and to ensure sustainable development. In this whitepaper, we will explore the importance of sustainability

in food ingredient development and the role played by different companies in shaping this trend. We will focus on the insights provided by interviews Jasper Schouten, CEO and Co-founder of 1-2-Taste had with representatives of Solidaridad Network, PeelPioneers, Agrosingularity, Moringa Wize, and ProFound - Advisers In Development.

The 5 tips for sustainable practices in the food industry coming out of the interviews with different experts in the food industry:

1. Sustainability is no longer just a trend but a necessity due to the serious issues that exist in the food industry's supply chain. Businesses need to transform the way they operate and move away from being profit-driven at the cost of lowering input costs and labor.
2. There is a growing market for sustainable ingredients, and companies need to create sustainable ingredients that meet market needs.
3. Companies can reduce waste by transforming agricultural surpluses and by-products into high-value food ingredients through upcycling.
4. Sustainability is a core value of a company, but finding the right cost-quality balance is key to market success.
5. Companies need to be flexible and adaptable to changing market conditions and client preferences to achieve long-term success.



Solidaridad

The importance of sustainability in the food industry

As the world's population continues to grow, and resources become scarcer, the food industry is under increasing pressure to adopt sustainable practices. The rise in popularity of plant-based diets and the demand for locally sourced, organic, and fair-

trade ingredients has led to a shift towards sustainable practices in the food industry. In this whitepaper, we will explore the sustainability trends in food ingredients, and the role of various organizations, including Solidaridad, in shaping this trend.



Solidaridad

Sustainability is the backbone of the food industry's future success

Monique van de Vijver, Innovation Manager Health Solidaridad Network

The Importance of Sustainability in the Food Industry

Sustainability is a vital aspect of the food industry, as it impacts the environment, society, and economy. Sustainable practices in the food industry ensure that resources are used responsibly, reducing waste and protecting natural resources for future generations. Furthermore, sustainability ensures that food production is equitable, benefiting all those involved in the supply chain, from farmers to consumers.

Solidaridad and its Mission

Solidaridad is an international NGO that promotes sustainable development in the agricultural sector. Since its inception over 30 years ago, Solidaridad has been at the forefront of promoting sustainable agriculture, fair trade, and responsible business practices. Through its work, Solidaridad has played a significant role in shaping the sustainability trend in the food industry.

The Evolution of Sustainability in the Food Industry

Over the past three decades, the food industry has undergone a significant transformation towards sustainable practices. At first, it was challenging to convince businesses to adopt fair trade labeling. However, as consumers began to demand more transparency and accountability from the food industry, businesses became more receptive to the concept of sustainability. Initiatives such as the roundtables for sustainable palm oil, soy, and sugar cane have gained traction, and sustainability has become a trend in itself.

The Need for Radical Solutions

While progress has been made in promoting sustainability in the food industry, there is still a need for radical solutions. The traditional approach of maximizing growth and profit at the cost of labor and input costs has led to social unrest, political unrest, and damage to nature and the climate. Solidaridad recognizes the need for a transformation in the way we do business to ensure a sustainable future. This transformation requires businesses to consider the long-term impact of their decisions and prioritize sustainability over profit.

Beyond Certification for Ingredients

While certification is an essential aspect of sustainable practices in the food industry, it alone is not enough to achieve sustainability. Initiatives such as Fairtrade Max Havelaar and the corporate social responsibility approach have been successful in scaling up sustainable practices. However, they have not guaranteed minimum prices for farmers, nor have they ensured that big corporates invest in sustainable practices to ensure a better future for all. Solidaridad aims to close this gap by encouraging businesses to consider the entire supply chain and invest in sustainable practices that benefit all those involved.



Solidaridad and the Urgency of Sustainability in the Food Industry

Sustainability is essential for the future of the food industry. Solidaridad, along with other organizations, has played a significant role in shaping the sustainability trend in the food industry. However, more needs to be done to ensure a sustainable future. A transformation in the way we do business is needed, one that prioritizes sustainability over profit. By doing so, we can ensure that the food industry continues to thrive, while also protecting our planet and benefiting all those involved in the supply chain.



PeelPioneers

The winning prototype phase in food ingredient development

In recent years, there has been a growing interest in sustainability and circular economy in the food industry. This trend has led to the emergence of companies like PeelPioneers that focus on creating high-value ingredients from waste streams. In this

whitepaper, we will discuss PeelPioneers' success in the winning prototype phase of food ingredient development and how their focus on sustainability, high nutritional value, and customer feedback contributed to their success.

The winning prototype phase involves creating a sustainable ingredient that meets market needs.
Florence Span, Food Application Specialist
PeelPioneers



PeelPioneers' Approach to Sustainable Ingredient Development

PeelPioneers' approach to sustainable ingredient development involves collecting orange peels from supermarkets and retail juicing machines, and then converting them into various high-value ingredients. The company's focus on sustainability and circular economy has been a major factor in their success.

Winning Prototype Phase

The winning prototype phase is a critical phase in food ingredient development, as it involves creating a prototype of the ingredient and testing it with potential customers. PeelPioneers' success in this phase can be attributed to several factors.

Focus on Sustainability

PeelPioneers' focus on sustainability has been a major driver of their success in the winning prototype phase. Customers are increasingly interested in sustainable products and ingredients, and PeelPioneers' products meet this need. By using waste streams to create high-value ingredients, PeelPioneers is creating a circular economy and reducing carbon footprint.

High Nutritional Value

PeelPioneers' nutritional fiber has been a major focus of their ingredient development. The fiber has high nutritional value and is widely applicable in every kind of application. By focusing on creating an ingredient with high nutritional value, PeelPioneers has created a product that meets the needs of the market.

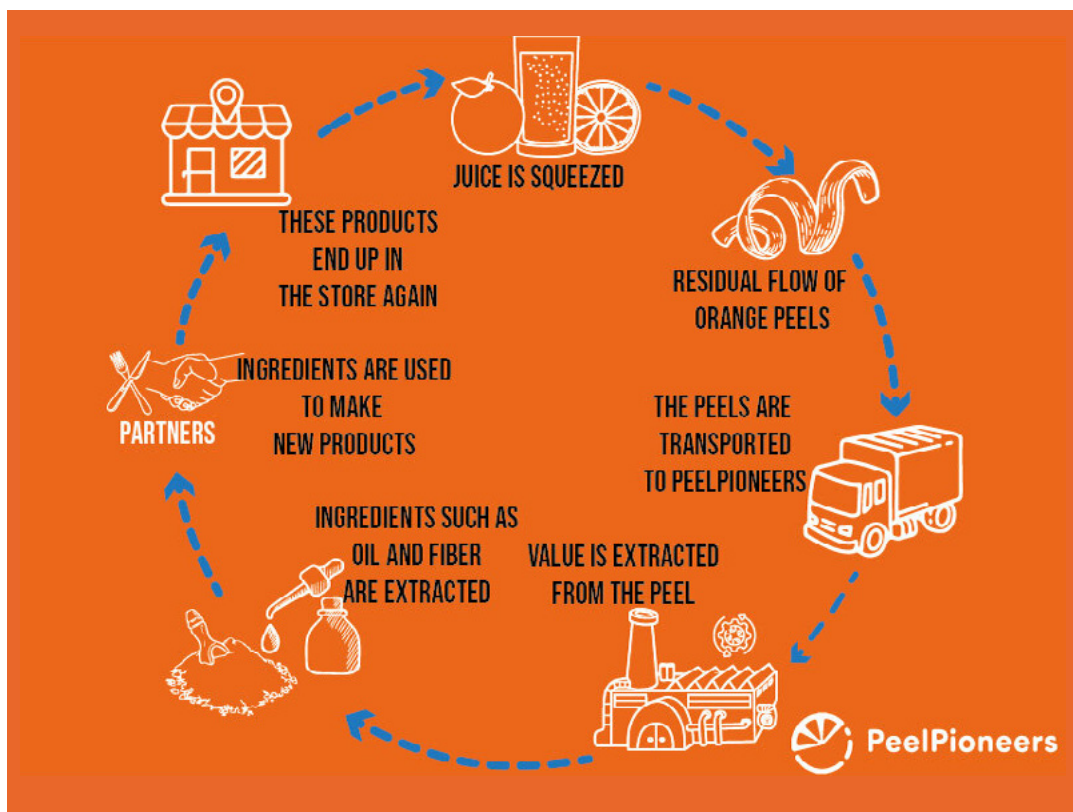
Customer Feedback

PeelPioneers' success in the winning prototype phase can also be attributed to their willingness to listen to customer feedback. For example, the company initially created an orange-flavored fiber, but received feedback that this flavor was

too niche for certain markets. In response, they created a more neutral fiber that is widely applicable in every segment of the food industry.

PeelPioneers' Circular Economy Approach to Sustainable Food Ingredients

PeelPioneers' success in the food industry can be attributed to their focus on sustainability, high nutritional value, and willingness to listen to customer feedback. The company's ability to create high-value ingredients from waste streams is a testament to their commitment to creating a circular economy and reducing carbon footprint. The winning prototype phase is a critical phase in food ingredient development, and PeelPioneers' success in this phase provides valuable insights into how companies can create sustainable and high-value ingredients that meet the needs of the market. In conclusion, the food industry must continue to innovate and explore sustainable ingredient development to reduce its impact on the environment and to meet the growing demand for sustainable and healthy food products.

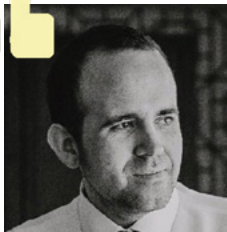




Agrosingularity's role in the decision to go to market with sustainable food products

In recent years, sustainability has become an increasingly important focus for the food industry. With growing concern about the impact of food production on the environment and the need to address issues such as food waste and climate change, companies are looking for new ways to

produce food sustainably. One company that is making a difference in this area is Agrosingularity. In this whitepaper, we will discuss Agrosingularity's approach to sustainability and how it is transforming the food industry.



Transforming agricultural surpluses into high-value food ingredients by upcycling by-products.
**Alvaro Manuel Garcia, International Sales Manager
Food Agrosingularity**

Agrosingularity's Focus on Sustainability

Agrosingularity is a Spanish company that was founded in 2019 with the aim of solving the problem of waste generated by the agriculture and transformation industries. The company collects the surpluses and by-products of these industries and transforms

them into high-value ingredients for the food industry. Agrosingularity's focus on sustainability is one of its key strengths. By transforming waste into valuable food products, the company is contributing to a more sustainable food system.

Market Opportunity

Agrosingularity saw a market opportunity in producing broccoli powder, which is a high-demand ingredient in many applications, including nutrition, cosmetics, and baby food. The company is based in Murcia, Spain, which is a region that produces 30% of the broccoli produced worldwide. Before the pandemic, many companies were sourcing their materials from overseas. However, during the pandemic, more companies started focusing on local sourcing, making Agrosingularity a competitive option for companies looking for locally sourced broccoli powder.

Value Proposition

Agrosingularity's value proposition is centered on sustainability and creating high-value food ingredients. The company's focus on sustainability helps to reduce waste and promote a more sustainable food system. Agrosingularity's products, such as broccoli powder, provide a locally sourced, high-value ingredient for food companies looking for sustainable options. By providing sustainable options, the company is well-positioned to meet the growing demand for sustainable food products.

Agrosingularity's Sustainable Food Ingredient Innovation

In conclusion, Agrosingularity's focus on sustainability and transforming waste into valuable food ingredients is a compelling value proposition for companies looking for sustainable food options. The company's ability to produce high-value food ingredients, such as broccoli powder, while reducing waste, contributes to a more sustainable food system. By providing locally sourced, high-value food ingredients, Agrosingularity is well-positioned to meet the growing demand for sustainable food products.



We can expect to see more companies follow Agrosingularity's example in the future, as the importance of sustainability continues to grow in the food industry.



Moringa Wize

Best contract phase in food development

Sustainability has become an increasingly important trend in the food industry, with consumers demanding healthier and more environmentally friendly products. To better understand the challenges and opportunities associated with sustainable ingredients, we spoke with Aart van den Bos, CEO of Moringa Wize, a company that focuses on organic and

sustainable products in the food, cosmetics, and agri industries. In this whitepaper, we will explore the best contract phase in food development, as discussed by Aart van den Bos, and delve into the importance of sustainable practices and ingredients in achieving market success.

Sustainability is a core value of our company, but finding the right cost-quality balance is key.
Aart van den Bos, Co-founder Moringa Wize



The Importance of Sustainable Ingredients

Sustainability is becoming a critical factor in determining the success of food products. Consumers are increasingly concerned about the impact of their food choices on the environment, and are willing to pay a premium for products that are perceived as sustainable. As a result, companies are looking to incorporate sustainable ingredients in their products to meet this growing demand.

Moringa Wize operates in industries where clients are willing to pay a premium for products that are perceived as healthier or more sustainable. As a result, the company focuses on using organic and sustainable ingredients in its products. This not only satisfies consumer demand but also helps to reduce the company's environmental impact.

The Best Contract Phase in Food Development

Aart van den Bos believes that the best contract phase in food development is the one that involves finding the right balance between cost and quality. It is essential to keep in mind that costs should not be the only consideration when setting a price. Other factors, such as quality, brand reputation, certification, and market demand, also play an important role in determining the price and success of the product.

Pricing Strategies

Moringa Wize follows different pricing strategies to deal with pricing challenges. One of the strategies is conducting market research to understand consumer demands and preferences. This helps determine the optimal price point for the products that takes into account both cost and the client's willingness to pay.

In addition, Moringa Wize considers using dynamic pricing strategies, such as offering promotional pricing and adjusting prices based on market conditions. The company also focuses on cost reduction through innovation and efficiency. By reducing costs, Moringa Wize can maintain a competitive edge while still providing high-quality products at an affordable price.

Sustainability key to success in food industry

Sustainability is becoming a critical factor in determining the success of food products. Consumers are increasingly demanding healthier and more environmentally friendly products, and companies are looking to incorporate sustainable ingredients in their products to meet this growing demand. The best contract phase in food development involves finding the right balance between cost and quality. By being flexible and adaptable to changing market conditions



and client preferences, companies can navigate pricing challenges and achieve long-term success. Sustainable ingredients and practices not only satisfy consumer demand but also help to reduce a company's environmental impact, contributing to a healthier planet for all.



ProFound

Addressing supply chain challenges in sustainable food development

Image courtesy of ProFound: Project on quality and sustainability of natural ingredients in Pakistan for CBI

In this interview, Jasper Schouten, speaks with Bert-Jan Ottens, founder of ProFound - Advisers in Development, about supply chain challenges in sustainable food development. ProFound has been working on supply chain scenarios, particularly in a biodiversity context, for over 30 years. Bert-Jan Ottens mentions that they work with suppliers that work with unique products, more at, let's say,

the supply scenarios that are less scalable. The company also advises trade promotion organizations like CBI in the Netherlands, SIPPO in Switzerland, and UNCTAD BioTrade on setting up biotrade scenarios at national levels and then working with companies that want to engage with biotrade, which is the interface between biodiversity and trade.



Sustainable supply chains: Overcoming challenges, adding value, and embracing change together.

Bert-Jan Ottens, Owner & Senior adviser ProFound

Main Challenges in Supply Security

According to Bert-Jan Ottens, the issues are still very much the same, but the landscape has changed enormously. The corporate private sector has been looking for more and more volume, which means ProFound has always been challenged to work with suppliers that work with unique products, more at, let's say, the supply scenarios that are less scalable. There's always been a tension between the bigger buyers and the smaller buyers with specialty products, and that's where ProFound engages. ProFound works more with specialty products. Bert-Jan Ottens also mentions that the demand for unique products has substantially increased, which has created an enormous tension. At the same time, the whole issue of climate change has had an enormous effect on the countries where they are sourcing, creating droughts, flooding, etc. This is an enormous burden when talking about sustainable supply scenarios. Bert-Jan Ottens explains that they are trying to build sustainable supply scenarios with their suppliers that are interesting for particular buyers.

The Impact of COVID-19 on Supply Chain

COVID-19 has changed the way ProFound does business. Bert-Jan Ottens mentions that they used to travel a lot to countries, work with suppliers, go to trade fairs, engage with buyers, and use the classical model. However, during COVID-19, their business model has changed a lot. They now work more online and do more online training.

Insights from ProFound's' experience in sustainable supply chain scenarios in context.

In conclusion, ProFound - Advisers in Development has been working on supply chain scenarios for over 30 years, particularly in a biodiversity context. Bert-Jan Ottens



mentions that there's always been a tension between the bigger buyers and the smaller buyers with specialty products, and ProFound works more with specialty products. The demand for unique products has substantially increased, and the issue of climate change has created an enormous burden when talking about sustainable supply scenarios. However, ProFound is trying to build sustainable supply scenarios with their suppliers that are interesting for particular buyers. COVID-19 has changed the way ProFound does business, and they now work more online and do more online training.



Final thoughts

The food industry is facing increasing pressure to adopt sustainable practices and ingredients. This shift is driven by the growing awareness of consumers about the environmental and social impact of their food choices. Companies that embrace sustainability in their products and supply chains are not only doing their part in protecting the planet and its people, but they are also likely to benefit from increased demand and market success.

In our interviews with industry experts, we have explored different aspects of sustainable food development, including the use of innovative ingredients such as Moringa, the importance of circularity and waste reduction, and the challenges of pricing and market success. Despite the challenges, companies Solidaridad Network, Peel Pioneers, Agrosingularity, Moringa Wize, and ProFound - Advisers in Development are making strides in creating sustainable supply chains, building strong partnerships with suppliers and customers, and driving innovation in the industry.

As the food industry continues to evolve and face new challenges, it is essential that companies keep sustainability at the forefront of their operations. By embracing innovative practices and ingredients, reducing waste, and building strong partnerships, companies can not only contribute to a better future for the planet and its people but also achieve long-term success and growth in the marketplace.

Contact us

1-2-Taste BV

www.12Taste.com

+31 85 0027748

sales-eu@12taste.com

Plus Ultra II

Bronland 10 P,

6708 WH Wageningen

The Netherlands

References

This whitepaper features interviews with five experts in the field who share their experiences and expertise: Monique van de Vijver of Solidaridad Network, Florence Span of PeelPioneers, Alvaro Manuel Garcia of Agrosingularity, Aart Van den Bos of Moringa Wize and Bert-Jan Ottens of ProFound - Advisers In Development.