



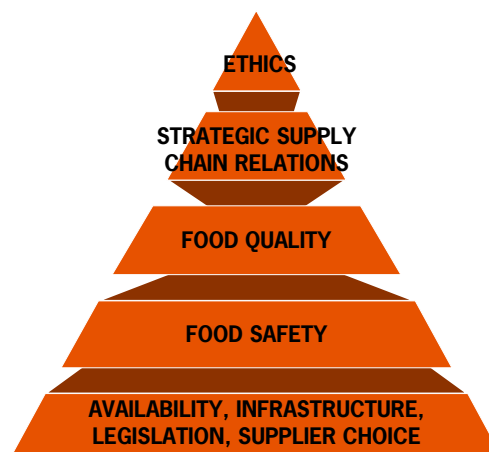
Protein transition

Support the process towards a sustainable protein production and consumption

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Transition: mutually stimulating developments

- Economy
 - How do the current economic developments affect the process?
 - What new chances come up?
- Culture
 - How do citizens/consumers react?
 - How to exploit current societal attitude?
- Technology
 - What product developments are needed?
 - taste
 - texture
 - etc.
 - How to offer novel proteins?
 - alternatives for basic meat products?
 - semi-finished? in ready meals?
 - innovative/alternative tastes?
- Institutions
 - Influence of producers – retail – consumers?
 - Position of traditional protein producers?
 - New chances for agro production chains?
 - Influence of other organisations?
- Nature and environment
 - Sustainability effects?
- Etc.



Food Procurement Pyramid



"Butter to margarine transition" was initiated because of availability problems for butter. Current developments are driven by healthy/ethics issues.



Dairy products: help or hinder transition?

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