

## **New products and Market Opportunities**

Phil McFarlane<sup>1</sup>

<sup>1</sup> EAT Group

### **Australian Plant Proteins (APP) Objective**

APP's objective is to develop a premium plant-based protein powder processing, packaging & distribution business for both domestic and international markets. This facility will have the following objectives of:

- supplying protein powder, sourced from only Australian grown raw materials, to a global market to meet the increasing demand for plant proteins; and
- provide R&D capabilities for customers who are seeking plant-based ingredients to meet specific formulation and customer requirements.

APP will sell directly to large consumers of protein powder as well as via an existing plant protein distribution network to smaller customers.

### **Market Opportunity**

Whether for flexitarians, vegetarians, vegans or simply healthy eating consumers, plant-based foods are making inroads.

The world's population is forecast to increase by 22% between 2010 and 2030, which means an extra 1.5 billion people to feed. Changes in dietary habits resulting from rising living standards will also lead to an increase in the demand for food. Given that the majority of the world's population is currently at the beginning of the first dietary transition, demand for plant oils should increase by 39% by 2030, while demand for plant and animal proteins will increase by 40%.

### **Benefits of Legumes (Pulses)**

The advantages of legumes include the following:

- high protein content and high levels of amino acids that determine protein value
- particularly high soluble fibre content (baroreceptors and key satiating effect of short-chain fatty acids)
- high proportion of resistant starch after cooking
- protease and  $\alpha$ -amylase inhibitors (slowed digestion of proteins and carbohydrates)
- long-lasting satiety due to the properties above (they make you feel satisfied and full)

### **Manufacturing Process**

The manufacturing process has been developed and refined in conjunction with CSIRO (Werribee) for the past two years. This proprietary process, owned by APP, extracts high

levels of protein and separates out the fibre and starch (by-products) from the protein concentrate.

APP have now established their own R&D manufacturing facility in Werribee, Melbourne.

## **Target Markets**

APP will focus on Australia, UK, Europe and North America for initial market entry. The USA is a market leader in plant-based proteins and many organisations are actively looking for alternative sources of plant proteins for existing and new formulations. Australia is also a progressive plant protein market and an ideal market for product testing and consumer feedback.

## **Product Applications**

Based on conversations with potential customers, the predominant use for APP's Faba Bean protein will initially be to replace existing plant-based proteins such as Pea and Rice. As companies expand their product offerings and develop new formulations, APP expects that their products will form the basis of these new products as a key protein ingredient.

Examples of potential product applications for Faba Bean as a replacement for Pea, Soya, Rice and Mushroom protein powders.

Some product applications include:-

- Breakfast cereals
- Beverages (alcoholic & non-alcoholic)
- Meat analogues
- Petcare
- Proteins bars
- Snack foods
- Sugar replacements