

Corporate Innovation Challenge Template

Challenge Name: Exploring new natural key ingredients in the development of meat, fish & dairy mimics (e.g. binding agents, texturizers, colorants)

Code Name: BIOECONOMYVENTURES-2022-OC1-BP_1

Challenge Domain:

- FoodTech (including Alternative proteins);
- Food, Feed and Ingredients

Description of the Corporate innovation Challenge

Bio-Planet is looking for **natural, preferably organic, bio-based alternatives for key ingredients** in the development of meat, fish & dairy **mimics**.

The number of vegetarians, vegans and ‘flexitarians’ is increasing at a high pace. This growing part of consumers is searching for plant-based alternatives. Not only looking at fruit and vegetables, but there is also a rise in the demand as well as development of product mimics for meat, fish, cheese and other dairy products. To create such products, several additives and other ingredients such as binding agents and texturizers have to be added. **As the trend is not only towards more plant based, but as well looking for fewer industrial ingredients and artificial additives, Bio-Planet is searching for natural (organic) key ingredients that are essential for the development of these mimics.**

Some examples of ingredients where there is a need for an alternative:

- Texturizers, e.g., methylcellulose and carrageenan
- Binding agents
- Colorant, e.g. leghemoglobin
- Fats
- ...

Bio-Planet is part of Colruyt Group. Colruyt Group is a retail group that aims for sustainable growth, with respect for health, society, animal welfare and the environment. In the development of our

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101023260. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio-based Industries Consortium

Corporate Innovation Challenge Template

products, all these elements are considered. The development of a range of products that can stimulate conscious consuming is at the core of Colruyt Group.

Expected results

- To increase retail sales of bio-based products
- To optimize current recipes
- To co-develop new products with natural additives

Types of Collaboration

1. Pilot running and product testing
2. R&D opportunity
3. Mentorship
4. Corporate Venturing
5. New business model exploration (i.e. exclusive distribution, profit sharing, IP sharing ...)
6. Knowledge sharing and Tech Transfer

Company Information

Company Name: Bio-Planet

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Company information:

[Bio-Planet](https://www.bioplanet.be/nl/over-bio-planet/planet-b) is a unique supermarket with more than 6,000 products that are all organic, eco or sustainable, both in the food and non-food categories. We prefer products from organic agriculture, as pure as possible and without chemicals or genetically modified organisms. You can get to know us better through our 9 pillars in our "There is a planet B" campaign: Eco. Pure taste. Fair trade. Healthy. Veggie. Respect. Seasonal. Reusable. Local. (<https://www.bioplanet.be/nl/over-bio-planet/planet-b>). Our assortment renewal rate is high because we always want to inspire our customers with an attractive and innovative offering. Today we have 31 physical stores and an online sales channel.



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