

PLANT 
REPUBLIC

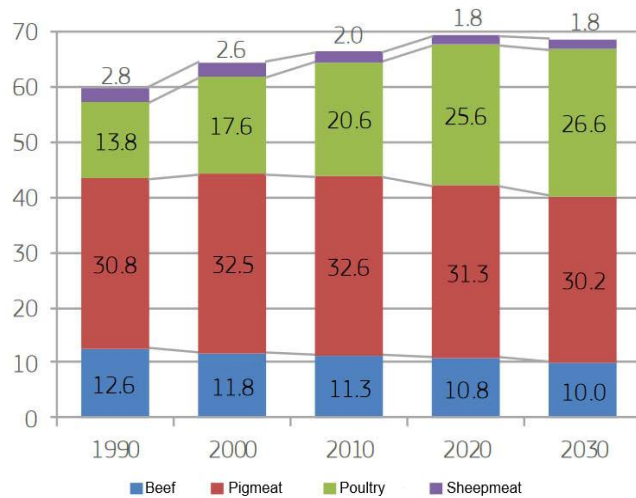
May 19th, Frankfurt

We are approaching

“Peak Meat”

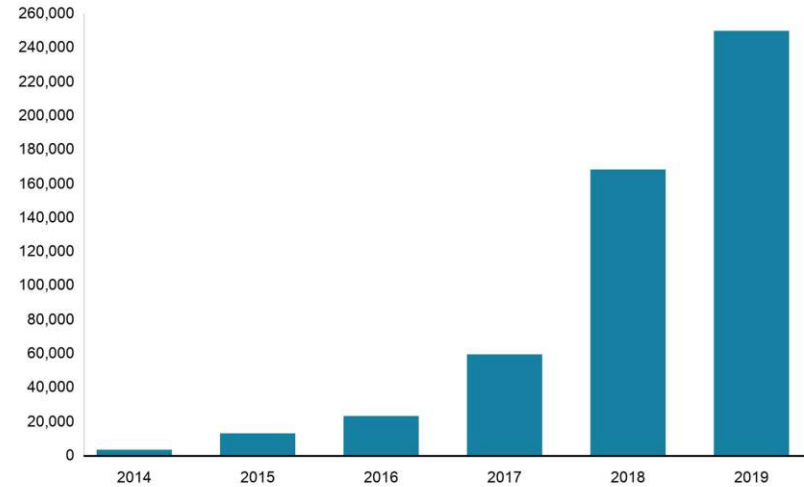
We are facing a generational change in eating habits

EU meat consumption (kg per capita)



Meat consumption is set to decline for the first time

More people are signing up to the Veganuary campaign



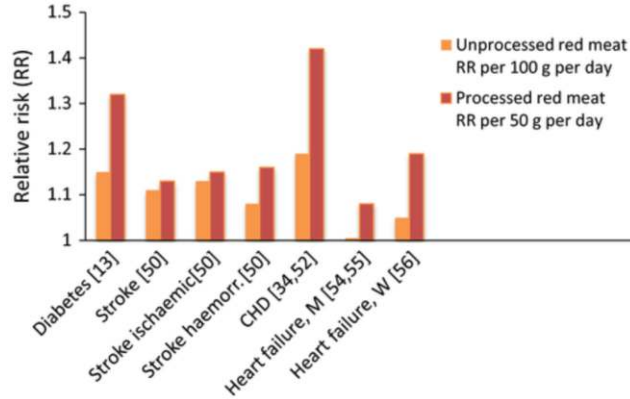
Source: Veganuary

BBC

People across Europe are reducing their meat consumption

Three factors are driving meat consumption down

HEALTH



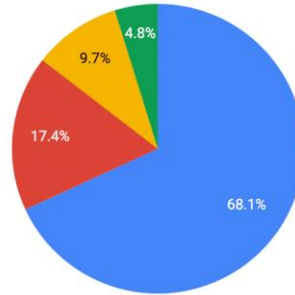
Meat consumption increases risk of heart diseases

ANIMAL RIGHTS

What was the main reason that made you go vegan?

12,814 responses

- For the animals
- Health
- For the Environment
- Other

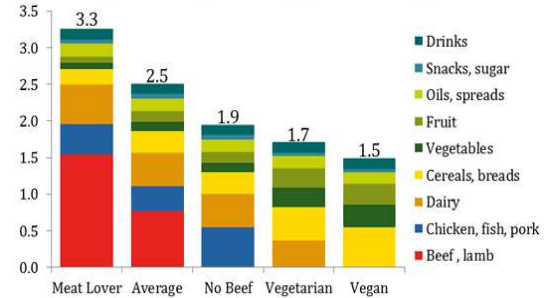


2019 Global Vegan Survey
VOMAD
source: VomadLife.com/Survey

Animal rights proponents don't consume meat

ENVIRONMENT

Footprints by Diet Type: t CO₂e/person

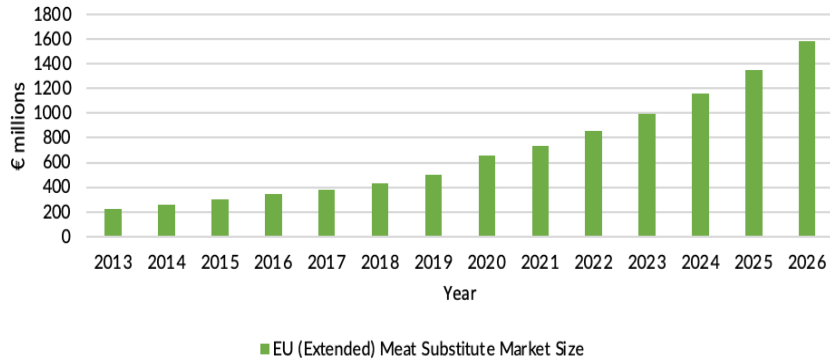


Note: All estimates based on average food production emissions for the US. Footprints include emissions from supply chain losses, consumer waste and consumption. Each of the four example diets is based on 2,600 kcal of food consumed per day, which in the US equates to around 3,900 kcal of supplied food.

Meat intense diets have a more than 2x higher CO₂ footprint than vegan diets

Meat replacements have grown quickly and are projected to become a *billion euro market*

The EU (Extended) Meat Substitutes Market Is Projected to Reach a Value of €5.4 billion Euros in 2026



Meat substitutes are a growing billion-Euro market market

Cultured Meat:
cultured or lab meat, insect meat



Natural Meat Alternatives:
tofu, high protein vegetables, nuts, veggie patties



Artificial Meat Analogues:
Products that try to look and taste like meat

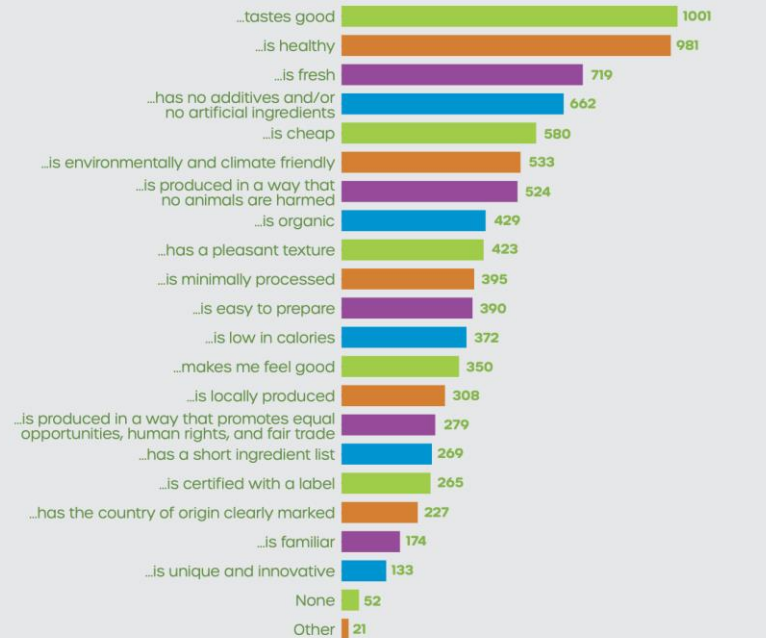


Consumers are looking for *tasty, healthy, natural and European* replacements

The European organic/light organic consumer values naturalness and traditionality



CHART 27: IMPORTANT FACTORS WHEN CHOOSING A PLANT-BASED/VEGAN FOOD PRODUCT (FLEXITARIANS)

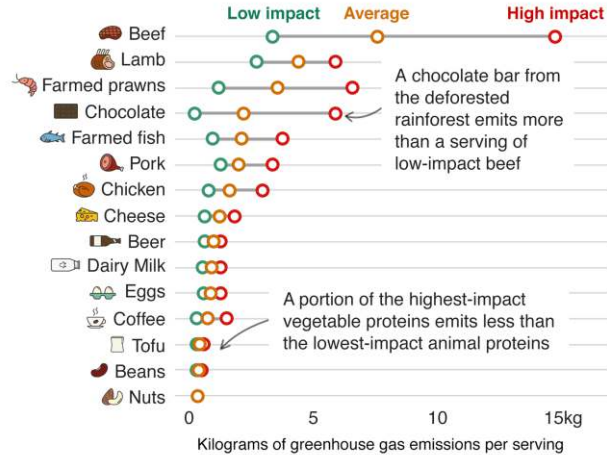


We address these needs by offering *a wide range of affordable* plant-based products for European private labels



Our products are *Tofu-based*

Kilograms of greenhouse gas emissions per serving



Source: Poore & Nemecek (2018), Science



Tofu is one of the most sustainable sources of Protein

A.C. Hoek et al. / Food Quality and Preference 28 (2013) 253–263

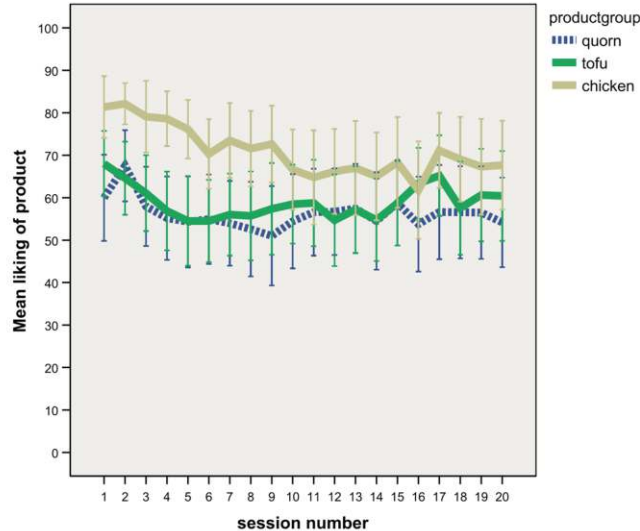


Fig. 1. Product liking over time with repeated exposure to either Quorn, tofu or chicken (mean ± 2SE).

Tofu has high repeat purchase potential

Tofu is healthy source of protein

TOFU NUTRITION FACTS:

in 100 g (3.5 oz) of tofu

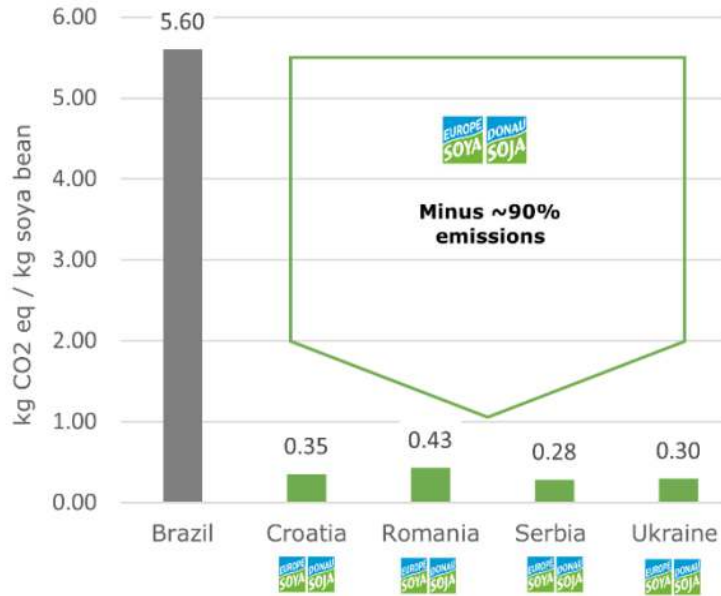
Protein: 8 g
 Carbs: 2 g
 Fiber: 1 g
 Fat: 4 g
 Manganese: 31%
 Calcium: 20%
 Selenium: 14%
 Phosphorus: 12%
 Copper: 11%
 Magnesium: 9%
 Iron: 9%
 Zinc: 6%

Most of our products are produced by *Lunter*

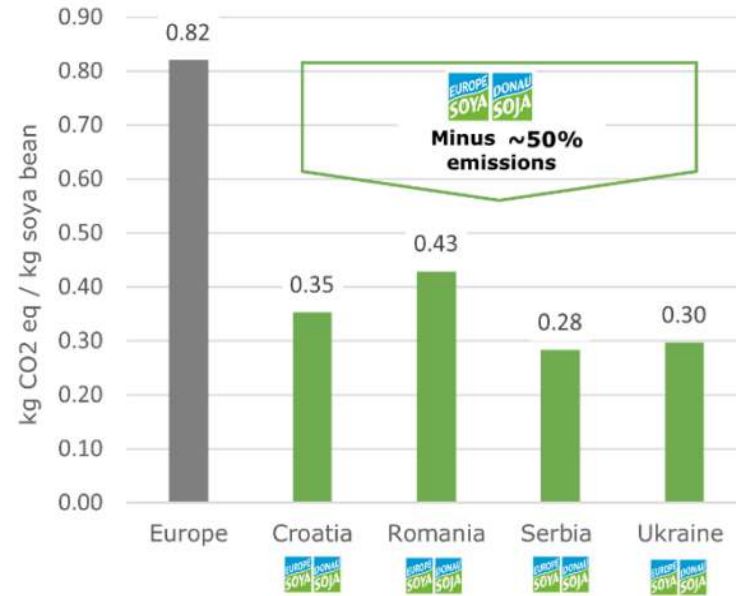


Our products are the only *Donau Soya certified* labelled Tofu products on the market

Carbon footprint per kg soya beans



Carbon footprint per kg soya beans



Our soybeans have half the carbon footprint of conventional soybeans



We believe in making Tofu *attractive* and the basis for *natural innovation*

