

EIT Food Fight Podcast - Episode 2B - Rethink Resource.mp3

Lukxmi Balathasan [00:00:06] Welcome to this bonus episode of the Food Fight podcast from EIT Food.

Matt Eastland [00:00:11] In these episodes, we want to shine the light on the new projects and agrifood startups and hear about their efforts to fight for a better food future.

Lukxmi Balathasan [00:00:22] This week, we're handing over to Linda Grieder, who's going to be telling us about her startup Rethink Resource.

Linda Grieder [00:00:33] Hi, my name is Linda. I'm the founder and CEO of Rethink Resource. At Rethink Resource, we are facilitating the transition to a circular economy for the producing industry. We work together with food producers all across Europe and help them valorize their side streams. By side streams we mean every product that is leaving the factory, but is not the main product, that could be by-products, waste streams, overproduction or anything else that is leftover.

[00:01:02] We as Rethink Resource, want to create a circular bio economy by helping producing companies to find value in their sides streams, that have been disposed until now. The current model where people produce, use and waste should be eliminated completely from our point of view. What we hope is that everyone will recycle and up-cycle as much as possible. And this is where we want to support.

[00:01:33] We're fighting for the future of food by eliminating waste and valorizing side streams. We want everyone to perceive waste as valuable materials, thus finding new applications in different industries. The most common side streams we work with are actually from the milling industry or fruit processing industry. The milling industry is actually very interesting here. We have worked with Swiss Mill on valorizing their side stream bran that is being reused as a substrate for mushrooms. Our platform Circado that we're developing is actually connecting different industries in order to create such use cases as the 'X' mushroom here in Switzerland.

[00:02:20] I think that food waste is a very big challenge that we all have to tackle together because it's very difficult to recognize where the value in food waste lies. So this is where we as Rethink Resource also want to support our customers, by finding out together with them where the value in the waste lies, so that we can find new applications for it. And finding this value in waste is very, very difficult, and this is one of the biggest challenges that we have to solve.

[00:02:52] Well, how do we balance sustainability with profitability? What we think is actually that the circular economy offers the perfect answer because circular economy combines sustainability with profitability. It is a model that can be implemented to the daily business on a profitable basis but offers sustainable solutions to every producing company.

[00:03:16] Some positive impact that we as Rethink Resource are creating is that we can support in eliminating or at least reducing food waste, mostly from the producer side, but we are definitely contributing to solving that problem in society. What is at stake if our innovation does not become mainstream? Is that all the food producing companies across Europe will never get the chance to valorize their side streams and thus reduce food waste.

[00:03:47] Working together with EIT Food has been one of the greatest opportunities for Rethink Resource. Working together with different partners from across Europe, from the industry, from universities and even other startups has offered us the opportunity to access this network and develop projects together with them.

[00:04:07] Next steps for Rethink Resource are expanding our reach across Europe certainly and continue developing our platform Circado. We're currently in a prototype stage and we're hopefully going to enter a better version at the end of the year, and we hope that we will have a lot of interested users all across Europe.

[00:04:29] My hopes for the future of food is that we can create a healthy and sustainable system for the food industry, everyone together and that we can be part of it. If I could send a message to the rest of the food producers or even the consumers, it would be stop perceiving waste as worthless and start seeing waste as valuable resources.

Lukxmi Balathanan [00:04:59] Thanks for listening to this bonus episode of the Food Fight podcast.

Matt Eastland [00:05:03] To find out more and to learn how you can get involved in the fight for better food future, head over to eitfood.eu/podcast.