

29 Spotlight - Prolupin on plant proteins.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 a light on new projects and agrifood start-ups – and hear about their efforts to fight for a better food future. This week we're handing over to Malte Stampe to tell us about his startup Prolupin who are producing sustainable and healthy Lupin-based plant proteins.

Malte Stampe [00:00:35] Hi everybody. I'm Malte Stamper. I'm the CEO of Prolupin, and we are part of the EIT Food Rising Food Stars. And we are fighting for the future of food because we want to replace animal protein, by a plant-based protein from lupins.

[00:00:54] At Prolupin we are a spin off from the Fraunhofer Technology Institute with a proprietary technology that enables the extraction of highly concentrated protein isolates from lupins.

[00:01:09] Consumers normally consider lupins like the violet ones, which are normally called the [?] Lupin, which are sometimes growing along the roadside. So that is the main picture everyone has. It's very nice that consumers are getting the idea, eating the kind of flower. In the end, the product is more or less grown, like soy products, or oat, or pea, or others. It can replace animal, milk protein in recipes as far as possible. And thus contributes to healthier and more sustainable lifestyle in both B2B and B2C. It's a very one-stop solution to replacing your cheese, cream cheese or even ice cream, which you normally use.

[00:02:02] Our lupin ingredients and consumer products offer superior taste and convenience is giving you more consumers easier step-by-step access to plant-based nutrition. Growing lupins does not really require the use of fertilisers or agrochemicals.

[00:02:26] We have a very specific peeling and flaking process. We have a de-oiling process based on our processing technology platform, on a water based extraction process, we are able just to provide at least a lupin protein isolate. That means this is above 90 percent of protein content with less fat anymore.

[00:02:53] It is super sustainable. It could be cultivated more or less around the globe. And it grows on poor and arid soil in almost every climate. Other environmental friendliness things are that lupins all require significantly less water. So we seeing we are really on spot to solve some of the major issues around the globe – how to provide a very sustainable plant based protein source all too in areas where we don't have a lot of rain, a lot of water, where it's warm, sandy poor soils. So you can really imagine to also grow and farm lupins to provide the population around and the business around a valid and constant protein source.

[00:03:51] We all aware that, to feed this nine billion people in 2040 or even earlier, we need to change and we need to start now. It's very hard for the startups like us to provide new alternative protein sources to big food companies because everyone is looking for a very sustainable, established supply chain. Huge amounts which you normally can deliver from the start.

[00:04:23] So the next things we are going for, [are] how we can internationalise our business. So we are seeing that we make already a very good job in Germany, Austria - which are, I would say, very competitive food markets. But for sure we want to internationalise our business, also within English-spoken countries. So that's just what we are heading for.

[00:04:51] We entered in this kind of collaboration with EIT Food – but also the Rising Foodstar environment is to showcase of entrepreneur businesses like us, to a broader audience. EIT Food is used especially by the big food companies together, [with] early stage [companies to look at], on what is going on in the market. And it's a possibility for us to team up with R&D teams, but also with potential investors, on a very early stage.

[00:05:25] EIT [Food] is a great platform just to showcase what you're looking for – and also what you already have proven. And so it's a good mixed picture and basis to start new businesses.

[00:05:43] Everything which is new, is new, and very innovative. And my hope and my desire is that, you know, you'll get more support for these kind of early stage applications. [That] young businesses get a little bit more support from all kind of institutions, but also from me, all kind of industry partners.

[00:06:09] I can only invite you... just instead of waiting months and months for a new Tesla, and investing sixty thousand dollars for or making a sustainable change... why not enter a supermarket and buying a plant based [substitute] for €1.99?

[00:06:27] Changing consumer habits, and especially also changing big food industries, take so much time. Consumers can really just make the choice themselves. You can really force industry, also to change. Go out there. Buy products. Test it. It's time to change.

Matt Eastland [00:06:50] For more information on Prolupin, please head over to prolupin.com.

Lukxmi Balathasan [00:07:01] Thanks for listening to this bonus episode of The Food Fight podcast.

Matt Eastland [00:07:05] To find out more and to learn how you can get involved in the fight for a better food future. Head over to EITFood.eu/podcast