

35 Spotlight Innovopro on chickpea potential.mp3

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

Matt Eastland [00:00:10] In these episodes, we want to shine a light on new projects and EIT Food startups and hear about their efforts to fight for a better future. This week we're handing over with Taly Nechushtan to tell us about Innovopro, the start up leading the way in the chickpea protein revolution.

Taly Nechushtan [00:00:33] Hello, my name is Taly Nechushtan, CEO of Innovopro. We were part of the EIT's Rising Food Stars and we're fighting for the future of food in order to enable the creation of tasty plant based food solutions to inspire healthier future generations worldwide.

[00:00:55] Innovopro is a food tech company, we were founded at 2015 by Dr. Ascher Shmulewitz. We have a proprietary technology for the extraction of seventy percent chickpea protein and another chickpea derivative. Chickpea protein is unique because it has a combination of properties that it's hard to find today in other plant-based protein. It has a high concentration of protein, a very nutritious one. It has a very mild taste. It is a very strong emulsifier and the very soluble protein, and it enables the creation of clean label applications. We were the first to launch chickpea protein concentrate commercially. We're scaling up in North America and we're very proud to be granted by the European Commission with a seal of excellence for our technology.

[00:02:01] Well, our chickpea protein, or by its commercially named CP-Pro 70 is a fine powder, sold in 20kg bags, and we supply it to food and beverage companies worldwide that are formulating a new kind of recipes. And they would like to launch a healthier food products to their markets. So our ingredient enables the creation of recipes with six to eight ingredients only. All of them are natural and healthy, unlike, let's say, the old labels that we see nowadays in supermarkets when you have like more than twenty-three ingredients, some of them you can't even recognise as food. So food companies would like to start, let's say, a new era in which they formulate in a different way and our ingredients, because it's a very functional ingredients, that does in the formula several kinds of tasks. It redundancy the use of any other unhealthy ingredients and the recipe is clean label and tasty and healthy.

[00:03:20] Our process is all based, I think, about the idea of sustainability. We source the chickpeas in North America, they grow in large scale in North America. And we process them based on our sustainable technology that uses less water, less energy than other technologies that are common in use today. And we use wet processing for that. At the end, we use all the by-products. We would like to basically have a zero-waste process in the end.

[00:04:08] People are now adopting plant-based protein to their diet. I think that some of them are not defining themselves anymore as vegan or vegetarians, but they are lowering their overall meat consumption and they are lowering their overall dairy consumption. We call these people flexitarian or reducitarians. And from surveys and research that we have, we see that fifty-seven percent of consumers globally find plant-based protein sources appealing. They would like to add more to their diet. Twenty percent of consumers would like to eat gluten free products. And I think that these numbers are on a rise and we're very happy to be part of this revolution.

[00:05:04] The next challenge for Innovopro, is scaling up. We need to expand our ability to produce and we need to expand our customer base. And this is the, I think, the most common challenges for start-ups. And this is why we get up in the morning. We're happy to do that.

[00:05:29] I think that the EIT Food gave us the opportunity to meet with the multinational, the big CPG companies, with university representatives, and I think that by getting to know this community and having direct contact with the people there, we were able to develop several ideas and projects that we're now working on in order to let, say, launch some kind of a mutual product application in the next future.

[00:06:06] I think that people are not that extreme in their choices. I think people always had some plant proteins in their daily routine. I think it will be good if we would enlarge this kind of, let's say, share in our diet. And I think that for the sake of the world, it's best if we could avoid consuming animal-based products. It will, we will leave a better world to our children if we would do so.

[00:06:48] I think my message to the food and beverage industry is be brave and formulate it differently. Do some new kinds of applications that will be clean label, which short kind of short ingredient list and bring your customers healthy and clean label products.

Lukxmi Balathasan [00:07:17] Thanks for listening to this bonus episode of The Food Fight podcast.

Matt Eastland [00:07:21] To find out more and to learn how you can get involved in the fight for a better future, head over to eitfood.eu/podcast.

[00:07:32] For more information on Innovopro, please head over to innovopro.com.