**EIT Food Fight Podcast - S3 E4B - Nutrileads V2.mp3**

**Lukxmi Balathasan** [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 agrifood start ups and hear about their efforts to fight for a better food future. This week, we're handing over to Erik Dam to tell us about NutriLeads, a start up developing innovative crop derived food ingredients with clinically proven health benefits.

**Erik Dam** [00:00:38] Hi, my name is Erik Dam. I'm the CEO at NutriLeads and we're part of the EIT Food's Rising Food Stars and we are fighting for the future of food because we really want to help people strengthen their health through nutrition and specifically through health ingredients.

[00:00:59] At NutriLeads, we develop health ingredients with a clinically proven health benefit. And that's really something I think very differentiate ourselves because we go a long way to build the body of evidence to support the health claims. We have a proprietary technology, RG-1 or rhamnogalacturonan-1, which is a part of a pectin that can be found in various crops and plants and fruits. RG-1 interacts with the gut ecosystem. As you might know that the gut ecosystem plays an important role in our health. If we can increase the resilience of the gut ecosystem, that really helps to strengthen our health. Now, RG-1 really interacts directly with the gut ecosystem through the innate immune function, but also through the microbiota and the intestinal barrier to help you increase your health and the products we are developing based on RG-1 is, first of all, BeniCaros, which is really focussed on supporting immune health. And the two other projects we're working on is a focus on supporting gut health and the third one on maintaining metabolic health.

[00:02:18] The idea originated at Unilever, our CEO, Ruud Albers, who founded the company in 2012, was charged with a project to find an ingredient that supports immune health, they looked at almost 400 different compounds and then run into a standardised extract, although that was not possible to apply in food products. They really started to look into detail into this extract and found a compound, the RG-1, that is responsible for the immune effects. Now that was also the time that Unilever, for strategic reasons, decided to stop these projects and then Ruud then acquired the IP and knowhow and started the company NutriLeads. And what we discovered was that this compound, RG-1, was not exclusively for the jinsheng extract, but was actually available in a variety of crops. And that's what we started to deploy at NutriLeads.

[00:03:28] So many BeniCaros is the lead ingredient of NutriLeads, it's really geared towards immune health, which is the number one un-met need that consumers are looking for when they look at, for example, supplements or functional foods. Now, BeniCaros is a proprietary carrot fibre and rich with RG-1, and we have a body of evidence to really support a differentiating immune claim. The beauty of BeniCaros as well, that it's 100 percent natural and that it's plant derived even better. It's actually made from a side streams of carrot juice production. So we are upcycling carrot pommas. Further on, it's a very labour friendly ingredient. You can just add it to the fibre content on the nutrition label and it's a very broad applicability. It's water soluble. You only need a very small dose of three grams, 300 milligrams is basically an off-white powder without taste, odour or smell. And we have already market excess in the US through self growth and a novel food process is ongoing.

[00:04:49] What I'm most proud of is what we have accomplished over the last eight or nine years. With the support of the investors with the support of different grants, with the support of EIT. With the support of a lot of partners to actually bring us where we are now. And that is that in two months time, they will be able to launch our ingredient BeniCaros in the US market because we have market access in the form of a grass. We have the product commercially available and we have very exciting body of evidence to support a differentiating health immune claim. And that's something that after these many, many years of development and hard work, makes me very proud to be in this situation. We became a Rising Food Star, I think, three years ago, and we were very honoured to be invited to be EIT Food's Rising Food Stars, it helped us in terms of connection with the various companies and also finding our way to share our knowledge about setting up a Start-Up and the scaleup and equally learning from other scale ups how to take the next steps.

[00:06:08] We see the future that our lead ingredient BeniCario is recognised as the number one immune ingredient that we have developed our next ingredient to support gut health and we have some more very interesting and relevant other health ingredients into our portfolio, all based on the same RG-1 platform that is interacting with the gut ecosystem. To consumers, I would say let thy food be thy medicine and we as NutriLeads want to help consumers strengthen their health by developing health ingredients, with clinically proven health benefits that can be applied in a broad range of food and beverage products as well as dietary supplements. Please take a serious look at what you consume and look indeed for products that can help you to strengthen your health.

**Lukxmi Balathasan** [00:07:13] Thanks for listening to this bonus episode of The Food Fight podcast

**Matt Eastland** [00:07:17] To find out more and learn how you can get involved in the fight for a better food future, head over to eitfood.eu/podcast. For more information on NutriLeads, let's head over to nutrileads.com