



ALIBETOPÍAS

Nuevos territorios en Alimentación y Bebidas

26 DE OCTUBRE DE 2023

Abordando el desperdicio alimentario

FUD*in*®

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 **alimentosdespaña**



Ordering in advance is considered abnormal

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Reduced portion sizes compromises perceived value

Abundant food available for all menus at all times

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Abundant food available for all menus at all times

Taking leftovers home makes consumer look poor



desmotivaciones.es

Cuando comes en casa de tu abuela.



desmotivaciones.es

Cuando comes en casa de tu abuela.

“GOOD PROVIDER”

Serving large portions

Over-purchasing

Best before = safe until

Preference for freshness



Using a food bank is like begging



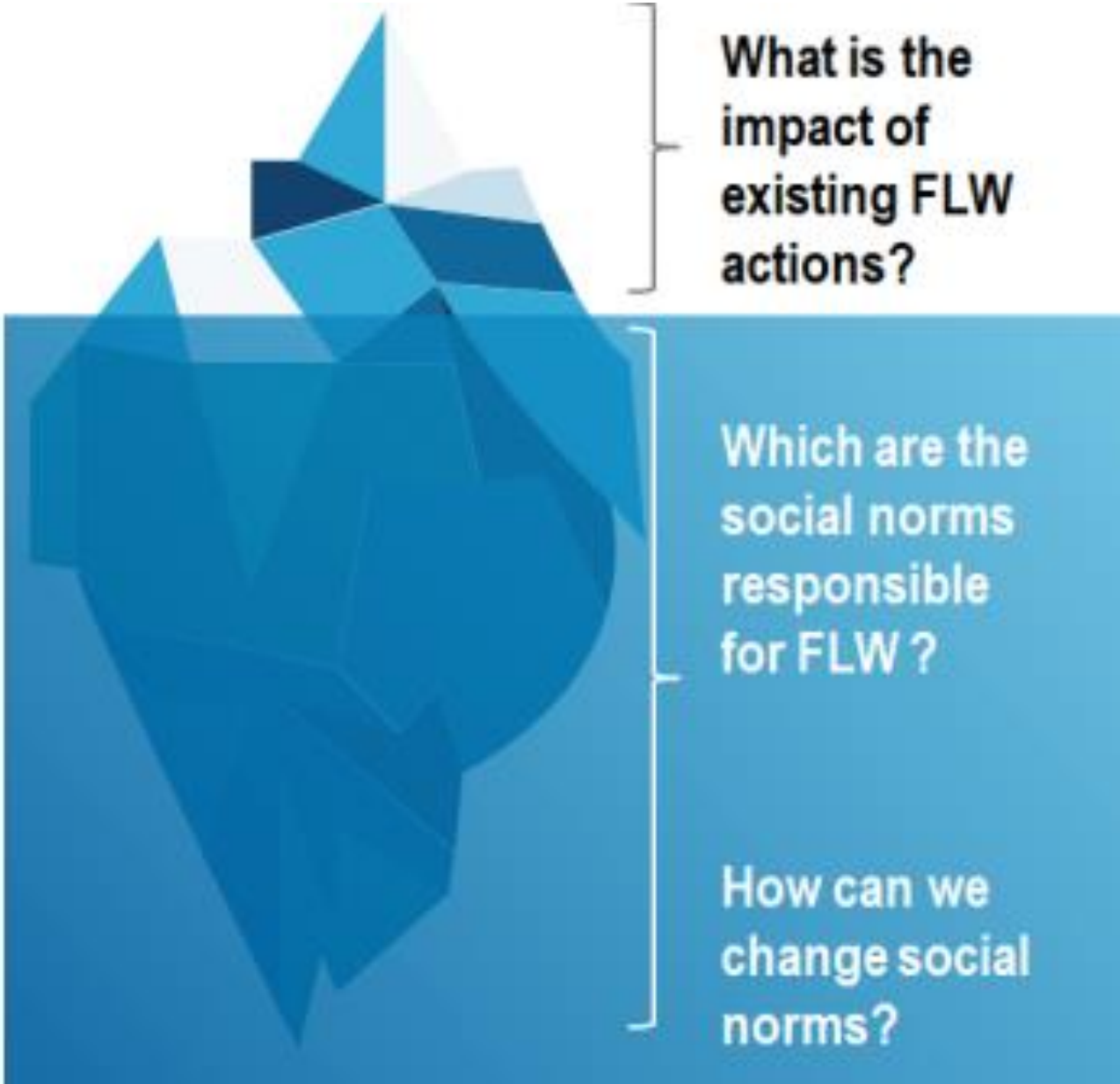


The diagram features a stylized iceberg with a jagged, multi-colored top section above the water line and a large, solid blue section below. The top section is composed of various shades of blue and white triangles. The water is represented by a solid blue background. Brackets on the right side of the iceberg group the top section and the bottom section into two distinct areas, each associated with a specific question.

What is the
impact of
existing FLW
actions?

Which are the
social norms
responsible
for FLW ?

How can we
change social
norms?

An iceberg diagram with a small tip above the water line and a large base below. The tip is composed of several blue and white geometric shapes. The base is a solid blue rectangle. Three text boxes are connected to the iceberg by brackets: one to the tip and two to the base.

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Which are the
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How can we
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CHORIZO PROJECT

Changing practices and
Habits through **O**pen,
Responsible, and social
Innovation towards
ZerO food waste

FUDin[®]

 **FIAB**
SPANISH FOOD AND DRINK
INDUSTRY FEDERATION

Like a PRO

FROM NICHE TO MAINSTREAM

Alternative proteins for everybody and everywhere

ALTERNATIVE PROTEIN PRIMARY PRODUCERS



- 1 mushroom grower's association
- 1 insect grower (& affiliate)
- 1 company fishing krill
- 1 microbe grower

ALTERNATIVE PROTEIN INGREDIENT DEVELOPERS



8 innovative companies that produce protein from: rapeseed kernel. Mealworms, krill, microbes, mushrooms, fungus & peas.



ALTERNATIVE PROTEIN PRODUCT DEVELOPERS



7 product innovators using novel technologies (3D printing).



FOOD ENVIRONMENT + INDUSTRY + CIVIL SOCIETY REPRESENTATIVES



- 3 representatives of can teens & restaurants
- 12 middle food system actor clusters/associations
- 3 civil society representatives



RESEARCH & DEVELOPMENT EXPERTS



8 universities + research & development organisations with expertise in food R&I.

EXPLOITATION & COMMUNICATION EXPERTS



- 1 communication agency
- 1 innovation consultancy

7 new protein sources

Rapeseed

1



Mealworm

2



Krill

3



Microbial

4



Mushrooms

5



Fermented
fungal
protein

6



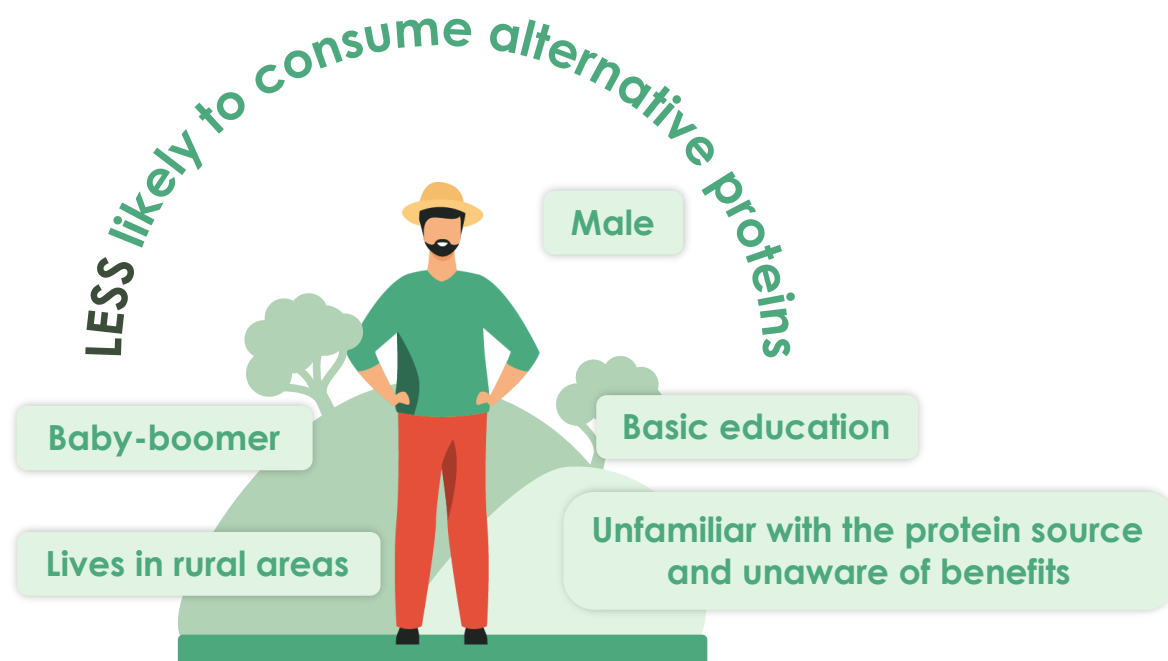
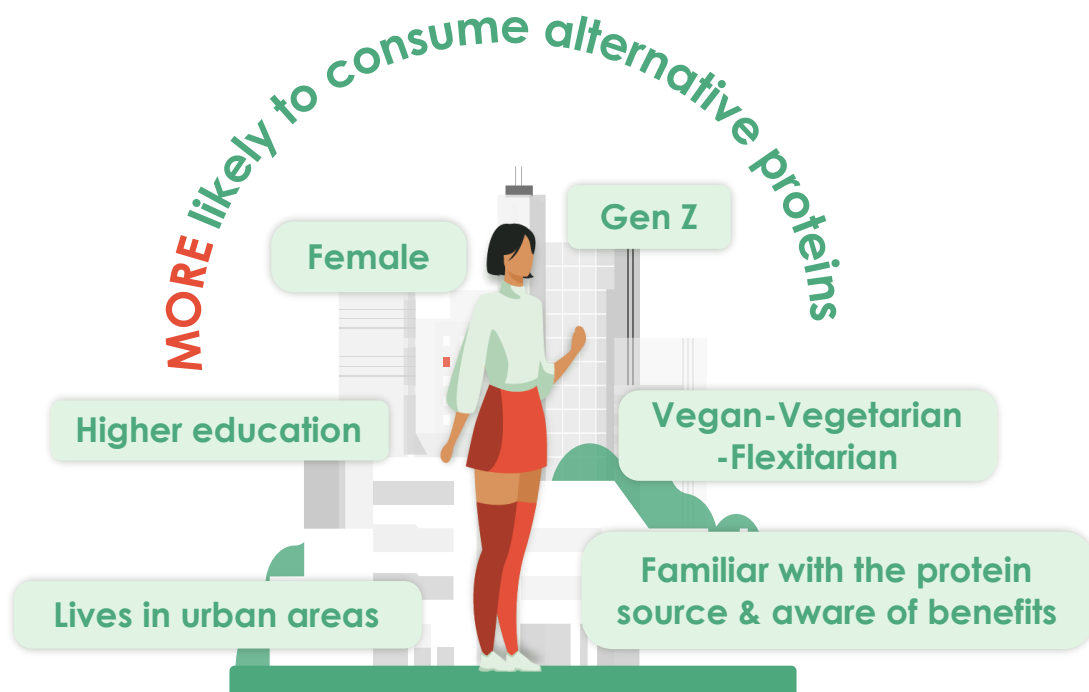
Pea protein

7



Like a
PRO

FROM NICHE TO MAINSTREAM: available, accessible, acceptable
TO ALL POPULATION GROUPS: youth, adults, elderly, vulnerable
EVERYWHERE: urban, peri-urban, and rural areas



FOOD ENVIRONMENT MATTERS

*“physical, economic, political and socio-cultural contexts
in which people to make decisions about
acquiring, preparing and consuming food.”*

epra european public health alliance

FOOD ENVIRONMENT MATTERS

Impressive news, [Lidl in Deutschland!](#)

Following the introduction of its plant-based brand in 2020, the retailer is now aligning the cost of the products with their animal-based counterpart ...see more



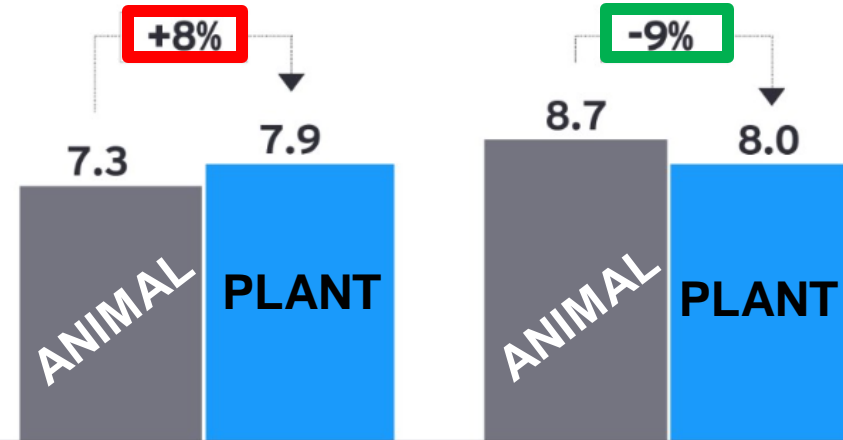
Plant-Based Price Parity: Lidl's Vemondo Range to Cost the Same as Meat & Dairy

greenqueen.com.hk • 5 min read

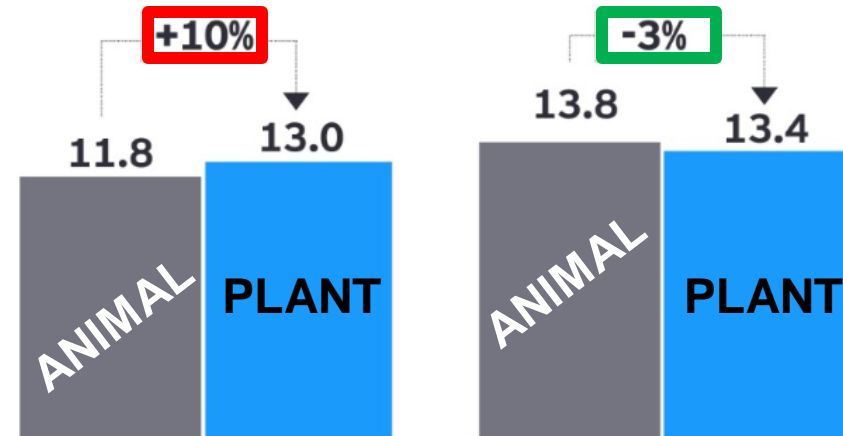
FOOD ENVIRONMENT MATTERS



Average price per kilogram burger



Average price per kilogram chicken

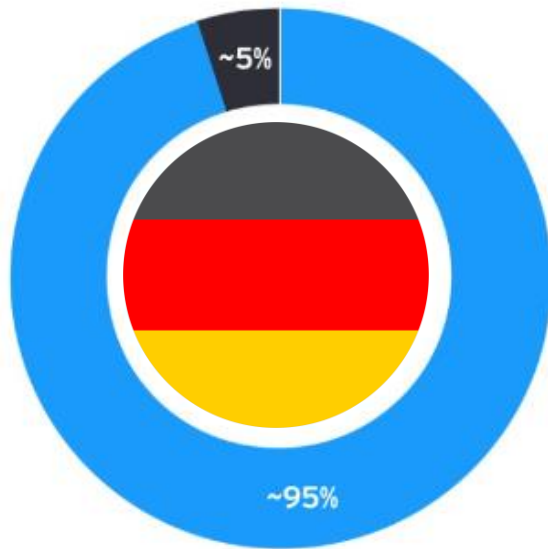


Feb-22

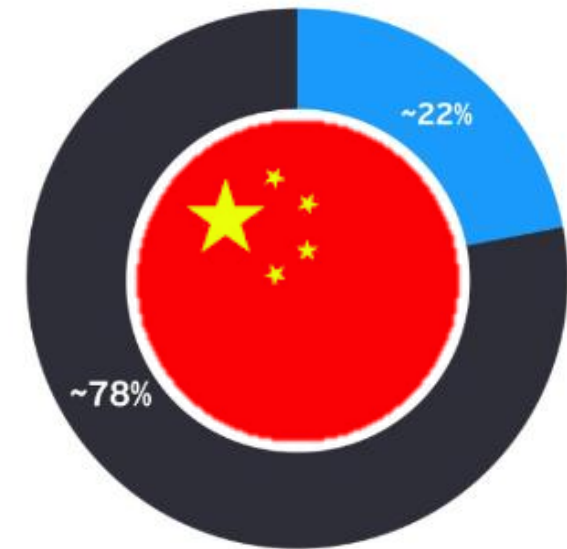
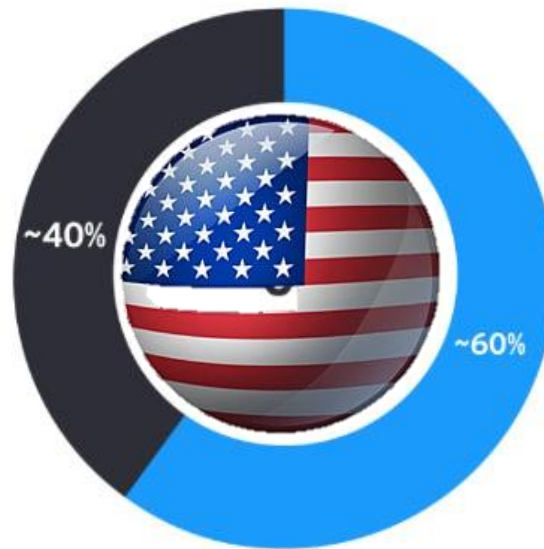
Jun-22

FOOD ENVIRONMENT MATTERS

Plant-based meat market by channel 2020



RETAIL



OUT-OF-HOME

FOOD ENVIRONMENT MATTERS

Suboptimal placement of alternatives

Confusing product labelling

Supermarkets



Restaurants



Menus centered around meat and fish

Canteens



Pricey

Protein products mostly animal-based or soy-based

Exclusive wording on products and menus



FUD*in*®



INDUSTRIAL KITCHEN

SHOW COOKING

TASTING ROOM

PHYSIC-CHEMICAL LAB

MICROBIOLOGY LAB

CLEAN ROOM

6 PILOT PLANTS





Daniel de la Puente Ranea • You

Vice President // Funding expert // Speaker // Innovation // Enviro...

2w • Edited •

Building the bonds of brotherhood!

Ctic Cita & CNTA

It was very inspiring to share our visions of our future journey together.



Primeras reuniones del centro tecnológico agroalimentario de La Rioja y Navarra

nuevecuatrouno.com • 2 min read

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+
CNTA

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PROJECT

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