



MAPP | “Alternative Food Proteins and the Consumer - Should I Eat or Should I Go?”

7th November 2024, 9:30-15:00, Agro Food Park 15, Aarhus

Background

Alternative food proteins stand at the forefront of contemporary discussions concerning climate change and the establishment of sustainable food systems. The integration of diverse alternative protein sources such as plant-based, insect-derived, marine-based, or microbially produced proteins, holds immense potential to reduce the environmental footprint of diets, support ethical animal welfare, and enhance food security. Yet, the success of these innovative food sources critically depends on consumer acceptance, influenced by factors such as taste preferences, cultural norms, and the clarity of communications. A crucial question remains: How can alternative food proteins become a core component of consumer diets, and what strategies can ensure their successful integration into the market?

Join this year's MAPP conference, co-organized with Food and Bio Cluster Denmark and Agro Food Park, for an engaging debate on whether to 'eat' into the future with alternative proteins or 'go' with existing traditions. The conference will spotlight consumer insights from industry, research, and policymakers, providing strategies to effectively integrate alternative food proteins into the daily lives of consumers.

Target group

The conference is targeted to industry professionals, policy stakeholders, and academics.

Registration

Participation is 750 DKK and limited to 100 participants.

You can register [here](#). Deadline for registration: **20 October 2024**

Innovationskraft

When you participate in this event, your time will be used as co-financing for the project Innovationkraft, which is funded by the Uddannelses- og Forskningsstyrelsen at a standard rate.

Agenda

“Alternative Food Proteins and the Consumer - Should I Eat or Should I Go?”

9:30 – 10:00 Registration

Session 1: Regulatory and Consumer Insights

- 10:00 – 10:05 “Welcome”**
Jessica Aschemann-Witzel, Professor & Centre Director, MAPP Centre, Aarhus University
- 10:05 – 10:20 “Shaping Tomorrow's Food: Consumer Insights on the Future of Alternative Proteins”**
Marija Banovic, MAPP Centre, Aarhus University
- 10:20 – 10:35 “The EU Novel Food Regulation and Alternative Proteins”**
Ivona Babic, DG SANTE, European Commission (Online)
- 10:35 – 10:50 “Consumer acceptance of alternative proteins – a question of trust?”**
Klaus Grunert, MAPP Centre, Aarhus University
- 10:50 – 11:05 “No judging, just a Lidl nudging: Fueling Health with plants: How Lidl is Expanding Nutritious Choices”**
Nina La Cour, Lidl Denmark
- 11:05 – 11:30 Coffee Break**

Session 2: Market Development and Industry Insights

- 11:30 – 11:45 “Plant-based: Market Development, Market Players and Core Goals Going from Here”**
Stella Staunstrup, Plantebranchen (Danish Plant-based Business Association)
- 11:45 – 12:00 “Navigating the Plant-Based Market in Denmark: Plantbarometer 2024”**
Benjamin Heco, Hecoetal
- 12:00- 12:15 “How to Introduce Alternative Proteins in Food Products”**
Valentina Arthemalle, Eye-D Innovation
- 12:15 – 12:30 “Audu by PlanetDairy – Driving the Protein Transition with Urgency: The Taste You Love, With Less CO2”**
Jakob Skovgaard, PlanetDairy
- 12:30 – 12:40 Q&A**
- 12:40: – 13:30 Lunch**

Session 3: Round Table

- 13:30 – 13:45 “Consumer Evaluations of Plant-Based Meat Alternatives: Insights and Findings from the U.S. Market”**
Chris Berry, Colorado State University
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- 13:45 – 15:00 “How to Increase Consumer Acceptance and Develop a Competitive Market for Alternative Protein Products?”**

Moderator: **Nana Balle**

Panel Members:

Gyda Bay
Innovation Hub
FOOD

Jacob Skovgaard
PlanetDairy

Chris Berry
Colorado State
University

Marlene Boiesen
Novonesis