



PLANT2FOOD

A Novo Nordisk Foundation Sponsored Initiative

KICK-OFF CONFERENCE

30 MARCH 2023 | KRAGERUP GODS

PRACTICAL INFORMATION

VENUE:

Kragerup Gods
Kragerupgårdsvej 33,
4291 Ruds-Vedby (Zealand)

Phone: +45 5826 1250

Email: info@kragerup.dk

TRANSPORTATION:

The nearest train station is Slagelse Station.

Please contact us, if you'd like to hear more about the possibility to ride the shuttle bus to or from the train station.

ARRIVAL AND DEPARTURE

Registration opens at 09.30 in the morning where coffee is also served.

We are hosting a networking session with coffee and cake from 15.00-16.00.

CONTACT INFORMATION:

Astrid Pryds Hansen (venue and program)

Phone: +45 2981 5351

Email: aph@foodbiocluster.dk

Hanna-Louise S. Nielsen (transport and general questions)

Phone: +45 9350 9991

Email: hlsn@au.dk

PROGRAM

- 09.30 Coffee and registration
- 10.00 **Welcome**
Mette Damborg Hansen, Plant2Food
- 10.10 **Introduction**
Claus Felby, Novo Nordisk Foundation
- 10.25 **What are the biggest challenges in the plant-based sector today - and how can we solve them?**
Rune-Christoffer Dragsdahl, Vegetarian Society of DK
- 10.40 **Introduction to Plant2Food**
Mette Damborg Hansen, Plant2Food
- 11.00 **Pitch session “Challenges in the plant-based value chain”**
Perspectives from industry and academia
- 11.45 **Facilitated matchmaking session**
- 12.30 Lunch and networking
- 13.30 **Production of plant-based crops while taking care of the environment**
Birgitte Dinesen & Olav Ditlevsen, Kragerup Gods
- 13.50 **The Powerful Potato**
Line Bach Christensen, KMC
- 14.15 **Plant-based diets for the majority**
Peter Broholm, IKEA
- 14.45 **Closing remarks**
Mette Damborg Hansen, Plant2Food
- 15.00 Coffee, cake and networking

What are the biggest challenges in the plant-based sector today - and how can we solve them?

There is a great variety of desires and expectations from people concerning the foods they eat. Some types of products and processing are desired by some consumers, while other types of products and processing may be required to help other consumers.

So how can we support this variety of food preferences, as we endeavour on solving the biggest challenges facing the planet and its inhabitants? Innovating new plant-based food products with appeal to a wide range of people is probably the most important task of humankind for the upcoming years, as this is a crucial solution to help feed the world, mitigate climate change, save biodiversity, prevent diseases - and much more.



Rune-Christoffer Dragsdahl
Secretary-General,
Vegetarian Society of Denmark

Production of plant-based crops - while taking care of the environment

We believe that Danish consumers should have even more Danish-produced protein crops on the dinner table. At Kragerup Gods, we work with, among other things with the term 'non-traveled food'. This term encompasses food that has traveled the shortest possible distance to your dinner plate.

At the Kick-Off Event, we will cover the need for plant-based protein sources of the highest Danish quality. Before we even start cultivation, we consider all environmental aspects of production. One way to ensure a minimal CO2 footprint on our foods, is to produce plant-based foods right here in Denmark.

Birgitte Dinesen & Olav Ditlevsen

Estate Owner & Estate Manager
Kragerup Gods



The Powerful Potato

KMC was circular before the concept even existed!

The transition towards plant-based foods has increased the need for taking circularity even further.

The potato contains endless opportunities, and combined with research we are able to contribute to the breakthrough necessary for the green transition.



Line Bach Christensen

R&D Director,
KMC

Plant-based diets for the majority

IKEA have ambitious goals for the plant-based agenda. We work to ensure that the plant-based choice must be delicious and ensure well-developed quality products in the restaurants. It is crucial to reach a more sustainable everyday life. It is an important recognition of our work with the green alternatives, which several meat lovers also have a taste for. IKEA have, among other things, received a lot of attention for our global hit “Plant balls”. Plant Balls a dish that makes plant-based food easily accessible, is tasty and at a price point everyone can join. It is also available in a frozen version where you use them at home on a busy day. The green alternatives must be for everyone, and several meat lovers have also developed a taste for it. Alternatives to meat are also alternatives that help make a real difference.

When you sell around 1 billion meatballs a year, it makes sense to convert some of them into plant-based meatballs. It helps bring us closer to our goal of being climate positive by 2030.

I am looking forward to the future, and I am incredibly proud to be part of a team consisting of almost 400 employees who work hard every day for a more sustainable future for us, our children, and grandchildren.

We usually say that every step counts towards a more sustainable everyday life. Together we make a difference.

Together we move mountains.

Peter Broholm

Country Food Range & Supply Leader,
IKEA



Industry pitches

How genetic resources and genebanks can optimize your next research and innovation project within food and agriculture

"Genetic diversity can provide new possibilities in research and innovation projects within food and agriculture.

My talk will address how the right partnership with a genebank can broaden minds, quality, and the scope of your projects."



Lise Lykke Steffensen

CEO | NordGen

Presenter at the Plant2Food kick-off event

Photo: Asger Steen



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Vegan taste, texture and health

"Plants offer a lot of consumer opportunities. The challenge is how to valorize these for mass consumption, whilst preserving functionality.

In my talk, I will focus on the taste and texture of a vegan diet and the influence on your health."



Marco van den Berg

Senior Science Fellow | DSM Food & Beverage

Presenter at the Plant2Food kick-off event



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Industry pitches - continued

Solid State Lactic Acid Fermentation

"Solid-state lactic acid fermentation solves food safety issues for plant-based and hybrid foods.

In my pitch, I will focus on the need of increasing food safety within the plant-based industry by reducing contaminants and toxins in particular. "



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Rikke Matthiesen

Project Manager | FermFood

Presenter at the Plant2Food kick-off event

Academic pitches

Utilization of side-streams by co-culture fermentation

"The topic of my pitch will be utilization of side-streams by co-culture fermentation. I believe, if we combine the flavoring properties made by the bacteria and the proteins made by the fungi, we can produce tastier and more nutritional plant-based foods for the future."



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Claus Heiner Bang-Bertelsen
Senior Researcher | DTU
Presenter at the Plant2Food kick-off event

The protein transition, opportunities and challenges

"If we want to achieve a consumption shift, plant-based foods need to become tastier and healthier."



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Laurice Pouvreau
Knowledge Leader, Protein Technology | WUR
Presenter at the Plant2Food kick-off event

Academic pitches - continued

Ice binding proteins

"As a researcher in the field of food chemistry, I have a keen interest in the production and modification of plant- and microalgae-based food ingredients.

In my pitch, I will discuss the challenge of improving the texture and stability of frozen plant-based food products and present a cutting-edge research idea to address this issue."



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Mahesha Manjunatha Poojary

Associate Professor | University of Copenhagen
Presenter at the Plant2Food kick-off event

Utilization of natural variation and genetics to optimize the functional properties of plant protein in food

"The topic of my pitch will be utilization of natural variation and genetics to optimize the functional properties of plant protein in food.

This topic fits well with my background in plant genetics and my interest in high-throughput next-generation sequencing."



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Stig Uggerhøj Andersen

Professor | Aarhus University
Presenter at the Plant2Food kick-off event



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