WEIHENSTEPHAN · TRIESDORF
University of Applied Sciences

Project description

„Exploration and Implementation of Products with Alternative Proteins in Mediterranean Region" (ProxIMed)

Work package (WP) 2 – Consumers' acceptance

The ProxIMed project aims to introduce proteins from sustainable sources into the Mediterranean food and feed systems to promote and establish the use of alternative proteins. Traditional alt-protein sources of plant origin (lentil, faba bean and chia seeds); "Novel food" protein sources (micro-algae, insects, mycoprotein, tomato and mallow leaves, duckweed) and agro-industrial by-products (tomato pomace, sesame cake, date cake) are selected for this purpose. Innovative and green processing technologies aiming for minimal impact on nutrients will be used to produce the selected proteins. The alternative proteins will then be implemented into more than 20 final products (protein powder concentrates as ingredients, capsules to be used as supplements and several protein-enriched food and feed products) and introduced to the Mediterranean consumers in different regions (Middle East, Northern Africa and Europe).

WP2 implies activities related to consumer aspects and testing of new marketing and business strategies for novel alternative protein food products. In this WP, consumers' general interests in three Mediterranean countries (Turkey, Tunisia, Portugal) will be analysed related to the different food products (fermented vegetable pickles and tahini-traditional products for Middle East- Med countries; snack products, sports nutrition food products and protein powder) and raw material sources for alt-proteins (tomato pomace, sesame cake, date by product, insects, mycoprotein).

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