

**PPIC Executive Board meeting, Friday, Sept. 20th, 8:00 am to 9:00 am CST, FScN 225G**

In attendance: Pam Ismail – UMN

Amy Mathiowetz – UMN

Greg Cuomo – UMN

Jason Robinson – AURI, via Zoom

Christina Connelly – Canadian Consulate, via Zoom

Julie Simonson – Schwans, via Zoom

Denis Chereau – IMPROVE, via Zoom

Absent: Stacy Pyett – Wageningen University and Research

**1) Quick re-cap of previous Executive Board meeting**

**2) PPIC general updates**

**Objectives:**

**a. Update on “Protein Basics Short Course” (Sep 5-6<sup>th</sup>, 2019). We actually made revenue!**

- i. 47 total attendees from across the U.S.
- ii. 5 total speakers (B. Pam Ismail, UMN; Bicheng Wu, Ingredion; Sara Rosene, General Mills; James House, University of Manitoba; Gary Reineccius, UMN)
- iii. Generally great feedback (most voted 4-5 out of 5 for general satisfaction with event)

**b. Update on funded PPIC proposals (comments on the process and how to improve it?)**

- i. Christina: standard review process; criteria well-established; provide more time for applications to come in
  1. Pam: In Spring RFP cycle, hope to provide a lot more time
- ii. Julie: overall process was what was expected; appreciated that technical committee reviewed proposals closely; important to have perspectives in writing (yes/no; if no, why?)
- iii. Jason: confusion around how technical committee board evaluated proposals; sent through how AURI scores – a scoring system with anchors around what scores mean (standardized scoring)
  1. Pam: will revise scoring sheet with AURI’s system in mind; could also send to Exec board to review before using in next round of RFP
  2. Technical board does not have a lot of experience with reviewing proposals—needed additional push to provide constructive feedback
- iv. Greg: Grant process – Katie Halling, CFANS grant manager, has mechanism for sending out RFPs – consider consulting for next round of RFPs
- v. Greg: Experiment station money cannot be carried forward– has to be spent in that fiscal year; ends end of September – spend now; or let Greg know and he can hold it back to be dispensed in next fiscal year

**c. Update on FFAR proposal: proposal submitted**

- i. Submitted early August; should hear back early Winter 2019

**d. Pursuing additional funding: GFI and FFAR (more updates to follow)**

- i. FFAR RFP: breeding for improved nutritional & functional properties of pulses/millet under “Plant Protein Enhancement Project”
    - 1. Currently talking with to Bob Stupar, Peter Morrell and Aaron Lorenz from Department of Agronomy and Plant Genetics; hoping to collaborate as well with Tom Michaels from UMN Dept of Horticultural Science, Dan Gallaher from FScN, as well as Keith Petrofsky and Dan Northrop from Benson Hill Biosystems
    - 2. Greg: CFANS writing in “novel crops” into breeding program in agronomy (20% of their time)
    - 3. Full applications due October 9<sup>th</sup>
    - 4. Pushing to submit as part of PPIC; do not need matching dollars
      - a) Money will be tied to actual proposal; cannot go back to PPIC pool once submitted
    - 5. Can submit for both FFAR proposals at the same time
    - 6. Will need letters of support (not letters of financial support) if pre-proposal accepted
      - a) Per request of Exec board, PPIC will provide additional time for letters to be written/submitted
      - b) PPIC will send draft letters of support
  - ii. **GFI:** due Oct. 28<sup>th</sup> (Phase 1 – Pre-application)
    - 1. Will pursue; have not thought through topic as of yet
  - iii. **MDA** also put out RFP for November due date
- e. Summer/Fall newsletter went out (how informative is the newsletter; any suggestions?)**
- i. Christina: straight to the point; not too much information
  - ii. Jason: relatively to the point; very clear message
  - iii. Julie: forward it to key people with Schwan’s; right level to be informative and keep excitement and interest going
  - iv. Frequency: Every few months/when we have rich updates
- f. Update on Research Spotlight meeting (Oct 17<sup>th</sup>, 2019).**
- i. Registration opened and numbers are increasing slowly but surely
    - 1. Currently 30 registered (goal of 100-130 total registrants)
    - 2. Cost kept to minimum to cover cost of food/rental space
    - 3. Suggestions?
      - a) Have we talked to someone in PR from IFT – could include in their upcoming courses? AURI has done this – no charge
      - b) Have AURI, Christina send out to their respective communication listservs
      - c) Denis will put on IMPROVE website
      - d) Include in MNIFT newsletter
      - e) Sent to everyone that came to inaugural meeting
  - ii. Keynote speaker: Julia Keppler, Wageningen University and Research
  - iii. Other speakers invited: MJ Kinney from the Good Food Institute (to speak on market trends; we have a call soon with her to finalize topic), and from our pool of PPIC researchers: Jim House’s student, Adam Franczyk (University of Manitoba), Johan Ubbink (new Dept head; talk on extrusion of pulse flour), Tom

Michaels (hemp project funded by PPIC), David Marks (speak on pennycress and camelina related to submitted FFAR proposal), Gary Reineccius (flavor and protein), Pam Ismail (plasma project funded by PPIC)

- iv. We are offering booths/tables at no cost to our partners and supporters

### 3) Efforts to recruit new members (10 min)

#### Objectives:

#### a. Announcing new members (Ingredion, Coca Cola and Nutriati).

- i. Ingredion – partner
- ii. Coca-cola 1 year trial non-renewable membership) at Associate level (just looking into plant-protein based beverages)
- iii. Nutriati – Associate member

#### b. Announcing potential members (agreement in progress):

- i. General Mills at Associate Level, one year trial period
- ii. Benson Hill Biosystems, Associate Level
  - 1. Minneapolis based contact for Benson Hill – follow- up with Mike Thompson

#### c. Still working on getting interest from AGT, Roquette, PepsiCo, and others

#### d. New thoughts and connections?

- i. Jim splinter keen on becoming a member (Hormel)
- ii. Kellogg's – renewed interest
- iii. Nestle – Nadji Rekhif
- iv. Anders Vickers – able to represent ppic at GFI conference in LA – made good contacts
- v. Pam going to conference in San Diego end of October prepared by Impossible foods
- vi. Think about how to entice associate members to stay on board beyond first year
  - 1. Pam has close contacts with Coca-Cola and GMI

### 4) Address center's goals and timeline (25 min)

#### Objectives:

#### Review current mission, short term and long term goals

Mission: The Plant Protein Innovation Center (PPIC) mission is to bring together interdisciplinary researchers and industry partners to deliver to the supply chain new nutritious and functional plant protein ingredients and products, working all the way from breeding and genetics to processing, formulation, and marketing

#### Comments:

- Executive Board universally approves; no changes

#### Goals:

#### a. Reach 15 members by end of 2019; we are now at 9 (including GMI, Benson Hill)

- i. Christina: Good reach goal; could get a couple more with Research Spotlight

- ii. Jason: closer than thought we would be at this time; doing the right thing to get word out there, continue to build/highlight value & benefits of Center (Free research summaries, etc. )
  - iii. Pam: good balance right now of small companies and large companies
  - iv. Julie: It's a stretch but it's a good goal to have
  - v. A lot of companies have their end of fiscal year as the calendar year-end; good time to make contact with companies to make sure it gets into their budget plan
  - vi. Denis: in terms of money, quite significant progress despite perhaps lower membership numbers; in future, when able to demonstrate benefits more so, will be able to attract additional members
- b. Increase pool of funds to reach \$500,000 by the end of 2019 and to \$1,000,000 by mid-2020**
- i. We are now at \$494,400 (after 15% ICR, we have \$420,240) plus funds for 2 fellowships for five years
    - 1. Considering haven't hit 1 year, have done amazing job bringing in funds
    - 2. FFAR matching dollars would bring in additional 300,000
  - ii. How are we utilizing dollars?
    - 1. Funded two \$50,000 proposals
    - 2. Held \$215,000 as matching dollars for the FFAR proposal; If FFAR proposal is not funded, we will use the dollars for second round of RFPs in the spring.
- c. Fund two projects in the first year, and at least 2 more in 2020 (perhaps 4, depending on FFAR outcome).**
- d. Continue with short term projects for the first two years.**
- e. Increase membership pool to 25 members in 2020**
- Denis: ticket to reach PPIC right now is expensive (only entices large companies)
- i. Open to medium size companies at lower amount? Currently large companies (>100 million in annual revenue) pay \$40,000 annually and "medium" companies (>5million, <100 million in annual revenue) pay \$20,000 annually. Is 20,000 too much? Consider what a good number is...need to know from these companies what a comfortable membership cost is for them...
  - ii. Concern with changing membership cost too early after starting center –
    - 1. Push away current partners?
    - 2. Be careful to not cater too much to small companies – run the risk of pushing away larger partners and draining resources
  - iii. Christina: conversations with two small companies that have voiced 6,000 is even too much; can we get feedback on a dollar amount that they would be comfortable with?
    - 1. Pam: at what number is it too low to be beneficial to Center
    - 2. Already getting half of their value by attending short courses and meetings for free
- f. Revisit research priorities (research planning meeting in Spring 2020)**

**5) Discuss changes/additions**

N/A

**6) Next steps**

**Objectives:**

- a. Advertise the research spotlight meeting to attract broad range of attendees, opportunity to grow interest in PPIC
  - i. Addressed under 2f
- b. When should we meet next?
  - i. Not addressed

**7) Post-Meeting Action Items**

- a. Amy will reach out to Lolly to advertise Research Spotlight Meeting to AURI's listserv
- b. Christina will share the Research Spotlight Meeting with the Protein Highway listserv
- c. Denis will advertise Research Spotlight Meeting on IMPROVE's website
- d. Amy will reach out to IFT to have Research Spotlight Meeting highlighted on their events page
- e. Christina will follow-up with small companies with concerns over \$6000 membership; what is a price they would be comfortable paying? Others will do the same with medium-sized companies
- f. Amy will reach out to Dean Buhr through assistant Kay Ellingson to invite as speaker to Research Spotlight Meeting
- g. Individuals to follow-up with (PPIC Team) and add to mailing list
  - i. Tim Loesch, CFANS Director of Communications
  - ii. Karen Dewanz, CFANS chief financial officer
  - iii. Katie Halling, CFANS Grant Manager
  - iv. Andrew Vickers, Greater MSP; has expressed interest in getting involved with University
  - v. Mike Thompson, Minneapolis-based Benson Hill Biosystems contact