COLLABORATIVELY GROWING THE LANDSCAPE OF PLANT-BASED PROTEINS

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Plant Protein Innovation Center

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.

Approach
The PPIC will address industry-identified plant-protein challenges and opportunities to develop a wealth of interdisciplinary research.
The PPIC will not only bring economic gain to the industry, but will also address the consumer desire for nutritious and healthy food, have a positive impact on the environment by seeking and utilizing sustainable crops, provide additional sources of protein for the growing population, and provide revenue to farmers.
How? The PPIC Model

Research will be mainly **Pre-Competitive** and **Non-Proprietary**

Will focus on fundamental science that addresses industry needs and consumers demands
The PPIC Model:
Coming Together to Grow Research
Research Areas

- Agronomy
- Analytical Chemistry
- Breeding & Genetics
- Biochemistry
- Bioengineering
- Business Management
- Chemical Engineering
- Agricultural Economics
- Nutrition
- Informatics
- Food Science & Technology
- Biomaterial Science
Identified Research Priorities

Production

*Primary research focus areas related to breeding, sustainability of the supply, and crop diversity*

Processing & Formulation

*Primary research focus areas related to extraction methods, unique processing, co-products, food systems, high value end use*

Application

*Primary research focus areas related to flavor, functionality, and nutrition*

https://ppic.cfans.umn.edu/research/research-priorities
Who?
• Current industry partners

• ADM Partner
• Kellogg’s Partner
• Conagra Partner
• Cargill Partner
• Ingredion Partner
• HERSHEY Partner
• Saputo Partner
• Coca-Cola Associate Member
• motif Associate Member
• General Mills Associate Member
• Benson Hill Associate Member
• FoodWorks Associate Member
• Nutriati Associate Member
Who?

Collaborators & Supporters

- Schwan's Corporate Giving Foundation
- AURI
- IMPROVE
- Protein Highway
- Canada (Consulate General)
- Wageningen University & Research
- University of Manitoba
- The Good Food Institute
- Bridge2Food
- Forever Green

University of Minnesota
Driven to Discover™
Who?

• Researchers
  – Twenty interdisciplinary researchers across the University of Minnesota and from external institutions!
  
  https://ppic.cfans.umn.edu/expertise/researchers

• Students and post-docs!
Become a Member of the PPIC!

With investment and collaborative effort between industry and researchers, we can innovate!

Associate

- Companies that have less than $5 million annual revenue* and for organizations wishing to join the center
- A yearly membership fee of $6,000/year for 3 years

Partner

- A yearly membership of $20,000 for 3 years for companies that have $5-100 million annual revenue;
- A yearly membership of $40,000 for 3 years for companies with more than $100 million in annual revenue
- 20% discount for multi-year commitment (more than three years, e.g. year 4 and 5 will be 20% discounted)

*A company that makes more than $5 million annual revenue may join at an associate level for a one-year trial period, non-renewable. If they wish to remain a member of the PPIC they must join at the partner level the following year and will have to sign a new agreement.

https://ppic.cfans.umn.edu/model-involvement

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Benefits to Members

**Associate Level**
- Contribution to research ideas
- Access to non-proprietary research findings
- Involvement in research projects
- Access to workshops and short courses (free for two reps from each company), free registration to research spotlight and to planning meetings (up to two reps from each company)
- Opportunity to host booths for their respective company at spring planning meetings and fall research spotlight meetings
- Interactions with scientists from various disciplines, and general networking

**Partner Level**
- Having an R&D scientist on the technical committee. Having R&D scientist on the technical committee will allow for having an impact on the direction of pre-competitive research, and choice of workshops and training programs
- All the benefits listed above for associate level.

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Benefits to Members

Other benefits and outcomes

- Scientific exchange
- Interdisciplinary interactions and connections
- Trained professionals for future hires
- Access to resources (internal and external) and other centers within the University of Minnesota at a reasonable cost (through projects run by students and post-docs)
- Additional resources to speed up project timelines and reach goals faster
- Training programs for current employees and potential future hires
- Participation in joined projects

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PPIC Outreach

- Conferences
- Workshops
- Training programs
- Short courses (e.g. protein chemistry, extraction technology, formulations, flavor chemistry)

Outreach will allow for the exchange of knowledge between the public and private sphere
Partner with us today to change the landscape of plant-based protein tomorrow!
Thank You to Our

Technical Committee
– Carrie Lendon (Cargill)
– Clint Johnson (Conagra Brands)
– Dina Fernandez (ADM)
– Steve Hess (The Hershey Company)
– Lolly Occhino (AURI)
– Wajira Ratnayake (Ingredion)
– Gabriela Perez-Hernandez (Kellogg’s)
– Lehan Patrick (Saputo Dairy Foods)

Executive Board
– Julie Simonson (Schwan’s)
– Stacy Pyett (Wageningen University & Research)
– Denis Chereau (Improve)
– Christina Connelly (Protein Highway of the Canadian Consulate)
– Jason Robinson (AURI)
– Greg Cuomo (University of Minnesota)