

PRESS RELEASE

Balanced Protein Future France connects Dutch protein innovations with the French Food Industry

Multi-year programme focuses on collaboration with hybrid products incorporating alternative proteins

The Balanced Protein Future programme is giving fresh impetus to collaboration between Dutch ingredient and technology companies and French food manufacturers. The proposed three-year programme brings together expertise in alternative proteins and production processes. Its aim is to jointly develop tasty, scalable and commercially attractive food products for the French market.

On Monday, 19 October, the programme will be officially launched at the SIAL trade fair in Paris by the Dutch Ambassador to France, Mr. Thijs van der Plas; the Dutch Agricultural Counsellor, Ms. Nynke Runia; Ms. Fleur Hoog Antink of the Netherlands Enterprise Agency (RVO); and programme coordinator Mr. Diederik Bruins.

Three Dutch companies nominated for SIAL Innovation Awards

- AnnMary's Ice-cream: Plant-based, selected for its 100% allergen-free recipe.
- Favamole: The first Dutch fava bean dip, offering a mole-inspired flavor made from locally grown beans. Selected for its fava bean-based composition.
- De Smaakspecialist: Instant noodles, selected for their clean-label recipe.

Balanced Protein Future focuses on hybrid products that combine animal and alternative proteins. Central to this approach is "ingredient swapping": the targeted, partial replacement of animal proteins to improve products' protein composition, fiber content and sustainability while maintaining taste, texture and convenience.

From ingredients to products on the shelf

The programme aims to bridge the gap between innovation and market launch for French food manufacturers. Dutch companies contribute expertise and technology in ingredients, product development and scale-up. Together with French food manufacturers, they can translate this expertise into practical applications in categories including meat, dairy and bakery products.

The programme's strength lies in combining different disciplines. Rather than focusing on a single ingredient or technology, it connects formulation, processing, industrial-scale production and consumer acceptance of products from French brands. Through this approach, Balanced Protein Future aims to develop solutions that meet both consumer expectations and the day-to-day operational needs of food manufacturers.

Targeted public-private collaboration in France

The programme envisages a tailored approach encompassing trade missions, trade fair participation, company visits, tasting sessions and innovation meetings. The targeted selection of potential French partners is intended to generate relevant contacts and tangible

product development and sales opportunities. Under the proposed approach, companies, knowledge institutions, the Netherlands Enterprise Agency and the Dutch Embassy in Paris will work together to strengthen access to the French market. French networks and clusters, including Protéines France, will also help facilitate this collaboration. FoodSayers coordinates the initiative.

Dutch expertise, French applications

Through Balanced Protein Future, the initiators aim to build lasting Dutch–French relationships around the protein transition. By connecting ingredient expertise, process technology and market development, the programme aims to generate joint innovations that reach French production lines and, ultimately, consumers.

Ambition: lasting relationships and new business

Over the course of three years, Balanced Protein Future France aims to generate high-quality business leads among French food manufacturers and turn these into meaningful partnerships for participating companies. The programme gives participating companies scope to pursue their own commercial objectives, with joint activities tailored to their specific ingredients, technologies and applications.

Alongside commercial growth, the initiative aims to contribute to a food offering with a better balance between animal and alternative proteins. Health and sustainability are guiding principles for product development; the resulting benefits will need to be substantiated for each consumer product.

About Balanced Protein Future France

Balanced Protein Future France is a proposed three-year Partners for International Business (PIB) programme focused on collaboration between Dutch ingredient and technology companies and the French food industry. The initiative combines market development, knowledge exchange and joint innovation in alternative proteins, hybrid products and fiber-rich foods. The programme aims to strengthen the positioning of the Dutch alternative protein sector and is open to companies based in the Netherlands whose capabilities complement those of the current participants.

Note to editors — not for publication

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