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LIKE-A-PRO

# Building A Better World Through Alternative Protein Sources

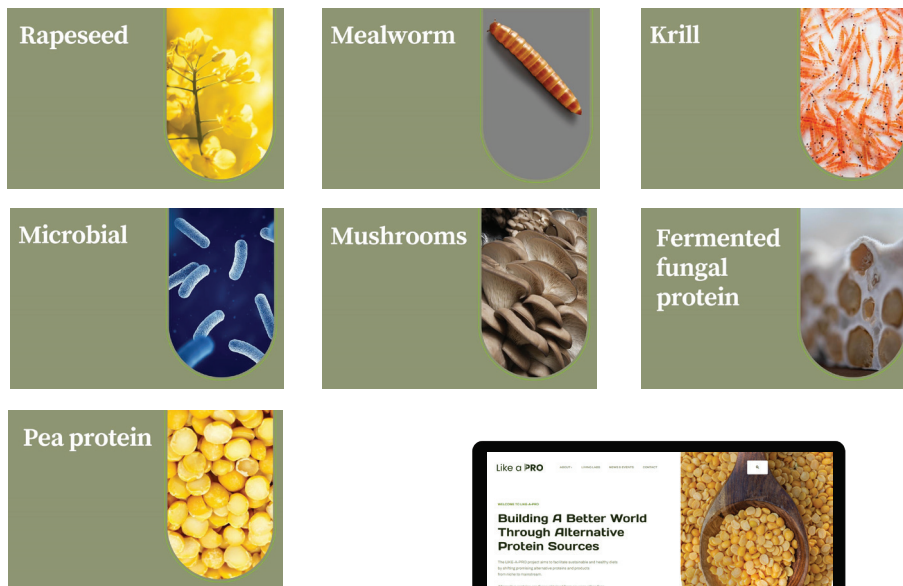
The LIKE-A-PRO project aims to facilitate sustainable and healthy diets by shifting promising alternative proteins and products from niche to mainstream.

# Mainstreaming alternative proteins

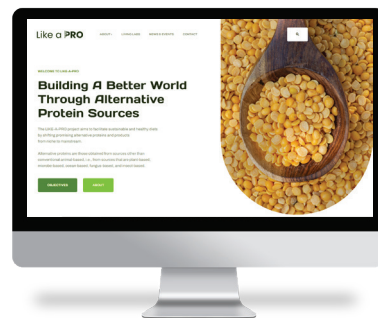
The LIKE-A-PRO project aims to facilitate sustainable and healthy diets by shifting promising alternative proteins and products from niche to mainstream - making them more available, accessible, and acceptable to all population groups. This includes young people, adults, elderly, vulnerable groups, such as people of low socio-economic status, ethnic minorities, and those living in rural locations.

This will be done via development of **16 products** with ingredients from **7 protein sources**, which are designed to be sustainable, EU-based, with improved taste and texture, supported by an active campaign for alternative proteins co-designed & explored with citizens and community actors across Europe.

## 7 new protein sources



→ Learn more at [www.like-a-pro.eu](http://www.like-a-pro.eu)



## Why alternative proteins

Alternative proteins are proteins produced from plants or animal cells, or by way of fermentation. They can taste the same as or better than conventional animal products while costing the same or less. Alternative proteins can provide a substantial amount of protein needed for daily nutrition, but require fewer natural inputs, such as water and land to produce, compared with the most common conventional proteins such as meat and fish.

## The benefits are obvious

At a time when the effects of climate change are becoming increasingly apparent, the benefits of alternative proteins are obvious. They include significantly reduced carbon emissions, fewer concerns about the ethics and environmental consequences of intensive animal farming, as well as allowing us to move away from monoculture farms to more biodiversity. Further, alternative proteins can also bring substantial health benefits e.g. lower risk of cardiovascular disease.

## 4 Project objectives

1. Understand what **determines consumer behaviour** and the necessary food ecosystem governance frameworks that enable a higher uptake of alternative protein products.
2. Diversify the **alternative protein supply** and developing new **alternative protein products**, increasing the availability of these products in the European market while ensuring consumer acceptability.
3. **Empower food system actors** to make alternative protein products an easy and economically viable choice via their diversified & increased market supply and ensured favourable food ecosystem conditions.
4. Ensure that the project developments in alternative protein products and Food Environments will bring **positive changes** in terms of health and sustainability of the European food system, while remaining **in line with regulatory frameworks and ethical requirements**.