

Like a
PRO



From niche to mainstream - alternative proteins for everybody and everywhere

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Funded by
the European Union

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LIKE-A-PRO is working to facilitate and accelerate a protein shift, offering a wide range of alternatives to attract consumers.

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What are alternative proteins?

Alternative proteins are those obtained from sources other than conventional animal-based, i.e., from sources that are plant-based, microbe-based, ocean-based, fungus-based, and insect-based.



Why do we need alternative proteins?

Food systems transformation is critical for meeting our climate goals.

Alternative proteins, such as those from plants, algae, insects, and ingredients produced with the help of cellular agriculture can make an important contribution toward protein diversification.

[Source: EIT Whitepaper – Protein Diversification 2022](#)



The need for diversification and the EU strategy to get there is described in the [European Green Deal](#) and [Farm to Fork Strategy](#)

There are many benefits....

Alternative proteins require fewer natural inputs, such as water and land to produce, compared with the most common conventional proteins such as meat and fish.



✓ Climate & ethical benefits

- Reduced carbon emissions
- Fewer concerns about the ethics and environmental consequences of intensive animal farming
- Allows us to move away from monoculture farms to more biodiversity.

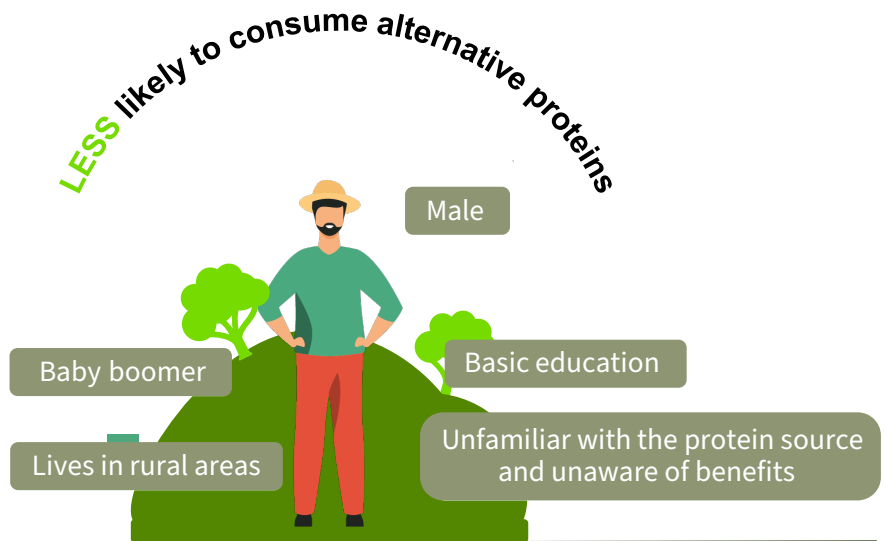
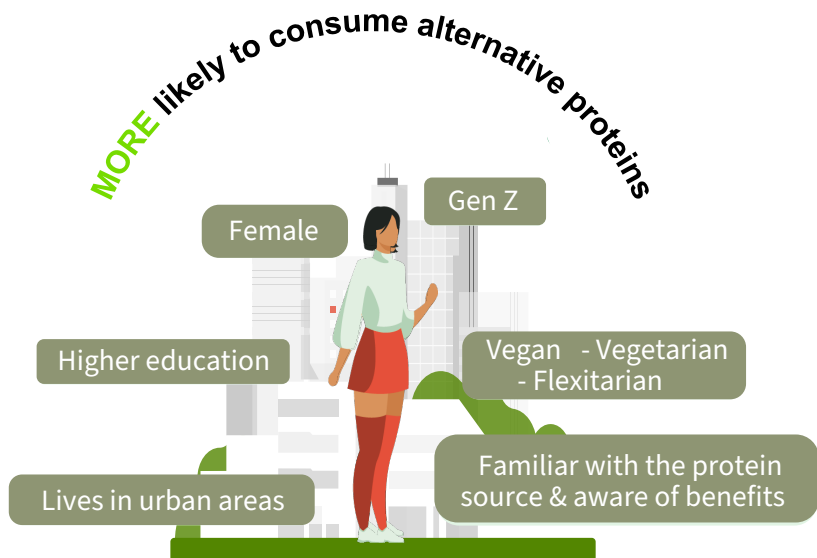


✓ Health benefits

- Increased intake of fibre
- Lower risk of cardiovascular disease & some types of cancers
- Weight management
- Plant-based proteins do not contain some of the less-healthy compounds found in meat, including saturated fat & cholesterol.

From niche to mainstream

Shifting promising alternative proteins and products from niche to mainstream – making them more available, accessible, and acceptable to all population groups.



Main challenges addressed by LIKE-A-PRO

1

Limited options - product types, protein sources, flavours

2

Unbalanced nutritional profile – high fat or salt content

3

Off-flavours & unpleasant textures in the final products

Food environment matters

“Physical, economic, political and socio-cultural contexts in which people engage with the food system to make their decisions about acquiring, preparing and consuming food.”

Source: The European Public Health Alliance (EPAH)

Suboptimal placement of alternatives

Confusing product labelling

Menus centered around meat and fish

Supermarkets



Restaurants



Canteens



Pricey

Protein products mostly animal based or soy-based

Exclusive wording on products and menus

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 & developing new alternative protein products, increasing the availability of these products in the European market while ensuring consumer acceptability.

LIKE-A-PRO has set out to....



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.

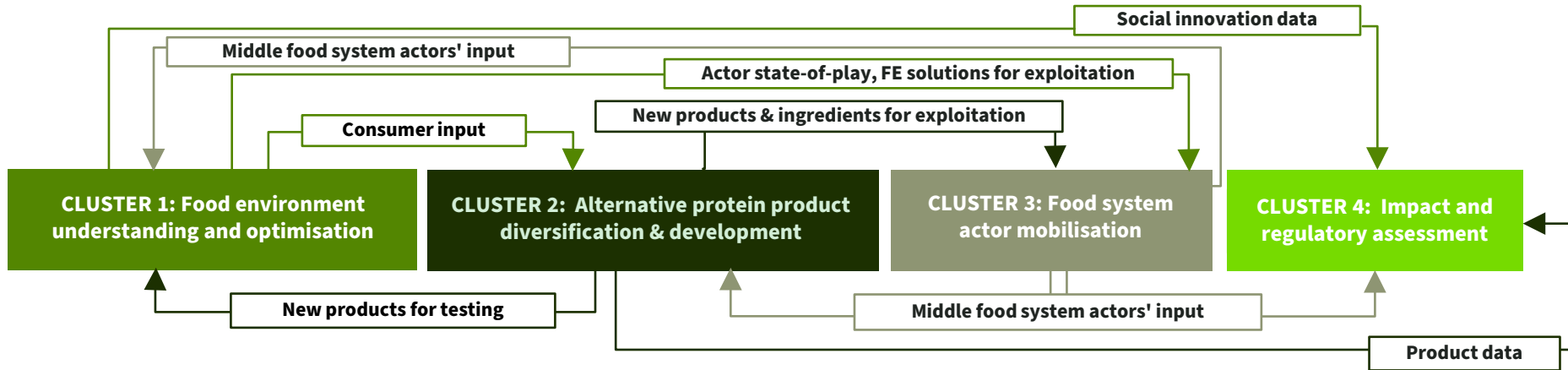
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Ensure that the project developments in alternative protein products and FEs will bring positive changes in terms of health and sustainability of the European food system, while remaining in line with regulatory frameworks and ethical requirements

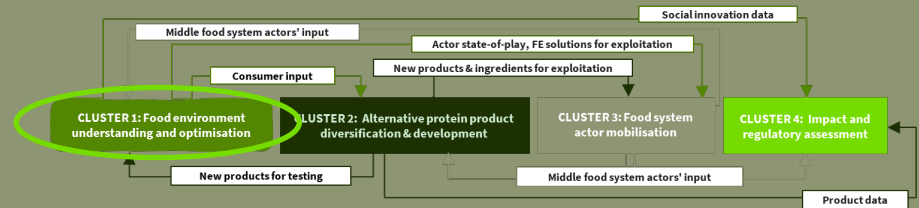


Key activities

4 main clusters of activities



Food environment understanding and optimisation



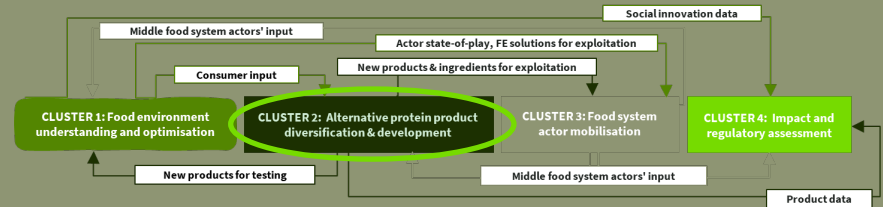
Consumer engagement

UNDERSTANDING, IMPROVEMENT AND CONSUMER EMPOWERMENT

- Key determinants of consumers' choices of alternative proteins
- Citizen Innovation Living Labs (CILL)
- Intervention behavioural pilots



Alternative protein product diversification & development



7 new protein sources

Rapeseed



1

Mealworm



2

Krill



3

Microbial



4

Mushrooms



5

Fermented
fungal
protein



6

Pea protein



7

Diversification & development

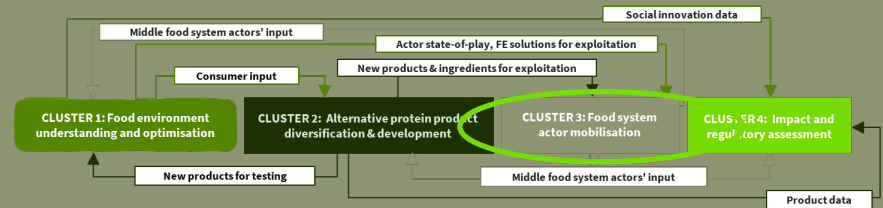
GIVE THE CONSUMER MORE CHOICES

From 7 new protein sources to at least 16 new products – ready for the consumer.

- Optimisation of protein extraction, purification, and fractionation processes
- Determination of protein functionality for food development
- Food products formulation



Food system actor mobilisation



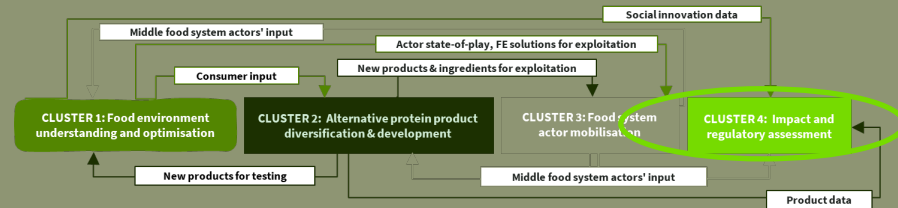
Food Actor Network (FAN)

FOOD SYSTEM ACTOR MOBILISATION

- Selected frontrunners entities in the FAN
- Co-creation with FAN
 - Inputs to other activities in the project
 - Exploitation pathways
- Capability building of middle food system actors
 - How to integrate alternative proteins in food production
 - How to promote alternative protein consumption



Impact and regulatory assessment



Economic, environmental, and public health impact

We want to ensure **positive changes** in terms of health and sustainability of the European food system.



Socio-environmental impacts

Economic implications for the middle food system actors

Impact on diet adequacy and nutrient coverage.

Regulatory, Safety and Ethics requirements

MONITORING REGULATORY COMPLIANCE AND FEASIBILITY & DATA MANAGEMENT AND ETHICS MONITORING

Objectives:

- ✓ to ensure that the alternative protein product developments are in line with the regulatory and safety requirements.
- ✓ to ensure that the project activities are implemented in line with the ethics requirements.



A week without meat

A campaign that:

- ✓ Challenges citizens in a positive manner;
- ✓ Informs about the positive changes eating less meat has on the environment;
- ✓ Inspires with delicious recipes;
- ✓ Emphasizes how easy it is.



LIKE-A-PRO in numbers

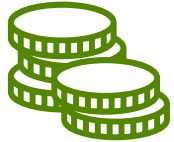
**Project duration:**

48 months

1 November 2022 to 31 October 2026

**Consortium:**

41 partners – representing the entire alternative protein value chain

**Grant amount:**

EUR 11,999,660

**Geographical spread:**

Partners from 17 countries

(14 EU countries & 3 associated countries)

Partners from the entire value chain

ALTERNATIVE PROTEIN PRIMARY PRODUCERS



- 1 mushroom grower's association
- 1 insect grower (& affiliate)
- 1 company fishing krill
- 1 microbe grower

ALTERNATIVE PROTEIN INGREDIENT DEVELOPERS



- 8 innovative companies that produce protein from: rapeseed kernel. Mealworms, krill, microbes, mushrooms, fungus & peas.

ALTERNATIVE PROTEIN PRODUCT DEVELOPERS



- 7 product innovators using novel technologies (3D printing).

FOOD ENVIRONMENT + INDUSTRY + CIVIL SOCIETY REPRESENTATIVES



- 3 representatives of can teens & restaurants
- 12 middle food system actor clusters/associations
- 3 civil society representatives



RESEARCH & DEVELOPMENT EXPERTS



- 8 universities + research & development organisations with expertise in food R&I.

EXPLOITATION & COMMUNICATION EXPERTS



- 1 communication agency
- 1 innovation consultancy

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