

De eiwittransitie is nog maar net begonnen!

Den Bosch, 8 februari 2022



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VNO
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ZEELAND



Provincie Noord-Brabant



Rabobank

RaboResearch Food & Agribusiness

A **global** network...

One of the **largest** F&A research hubs in the world and the world's **leading** F&A financial services provider

Broad **knowledge** of innovation, strategic development and **risk-reward** balances along the value chain

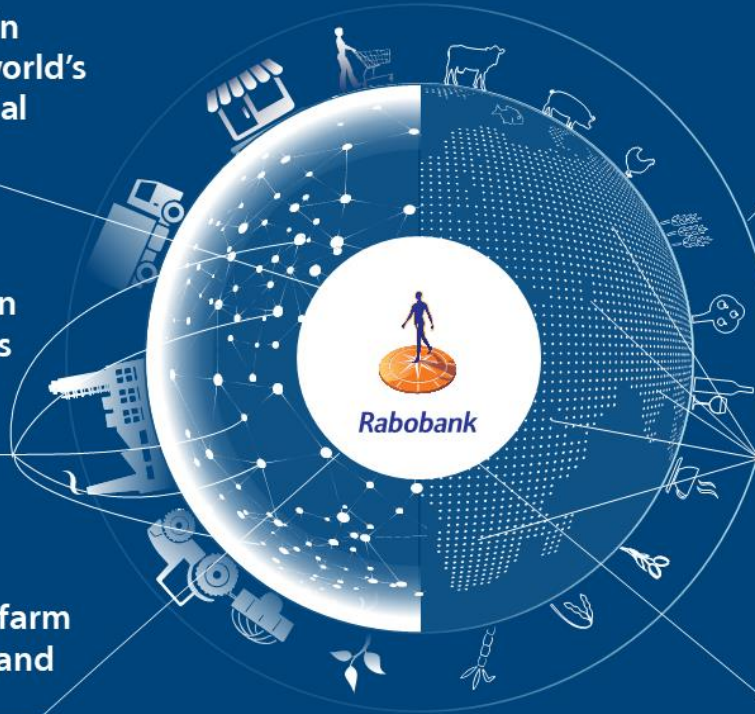
Unique combination of **strategic** business development and in-depth **research**

Vast global **network** with access to all players in the market

F&A coverage from farm to fork, across **rural** and **wholesale** sectors

Global team of experts with real-time insights into **local** markets

of **local** experts



Agri
Commodity
Markets



Animal
Protein



Beverages



Consumer
Foods



Dairy



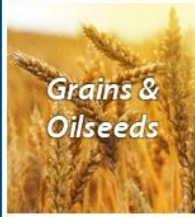
F&A Supply
Chains



Farm
Inputs



Fresh
Produce



Grains &
Oilseeds



Sugar

The Gartner hype-cycle



Senior + voormalig IT analist + Boerenleenbank

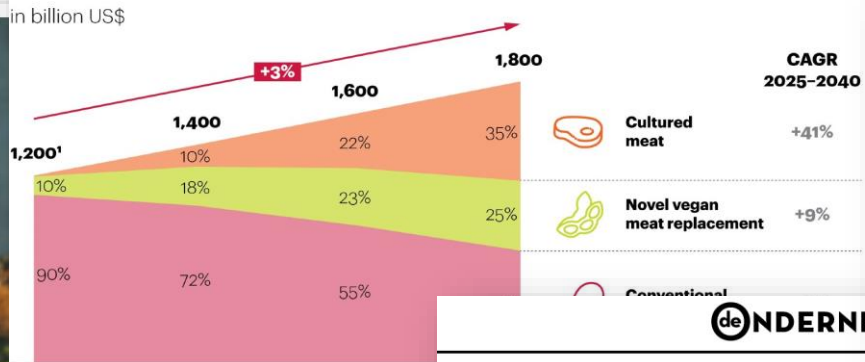


The Protein Revolution

THE FUTURE OF FOOD



Global meat consumption: By 2040, conventional meat supply will drop by more than 33%



Personeel Financiën Bedrijfsoverdracht Mobiliteit Videos Pod

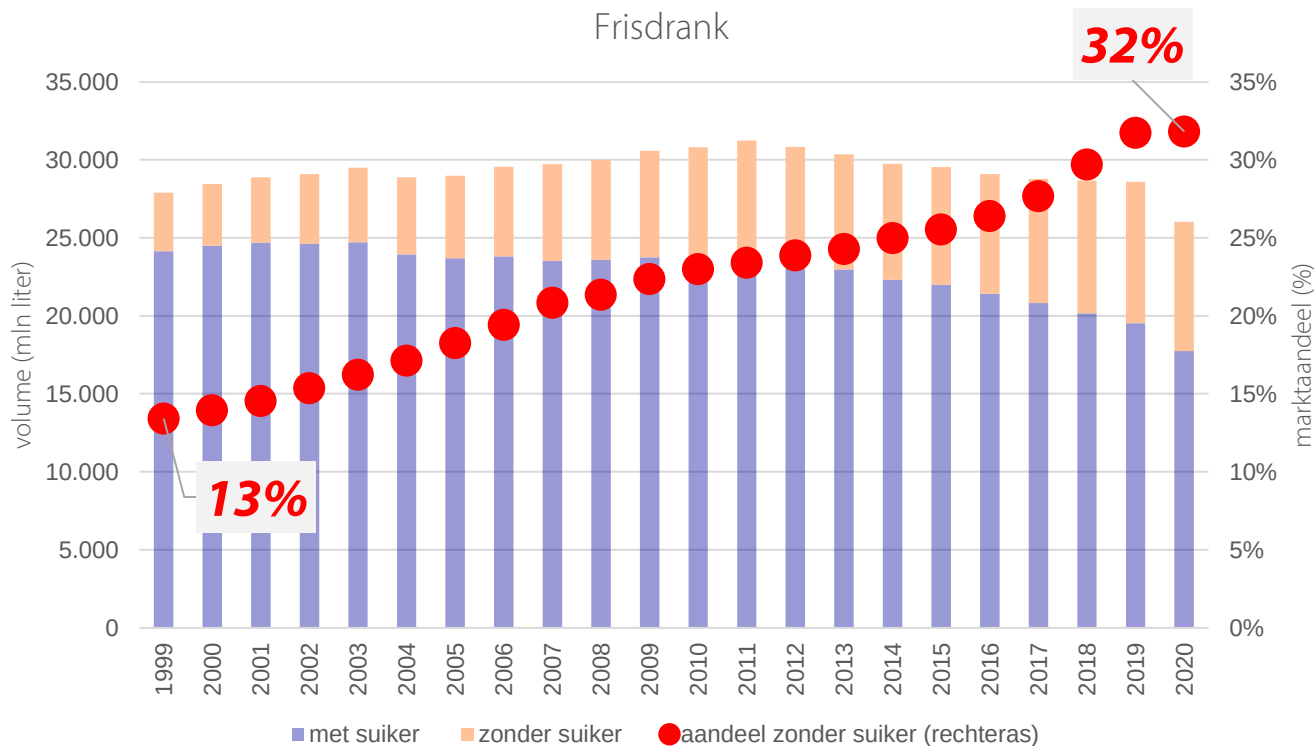
NIEUWS GROEI

Ongekende opmars vleesvervangers, marktleider Vivera draait volle bak

Over dertig jaar staan er alleen nog knuffelkoeien in de wei tussen de wilde bloemen. Voor vlees hebben we het dier niet meer nodig. Vivera, marktleider vleesvervangers, denkt echt dat het kan. "Het bewustzijn van de consument over intensieve veeteelt groeit. En onze producten zijn veel lekkerder geworden." De fabriek draait overuren.

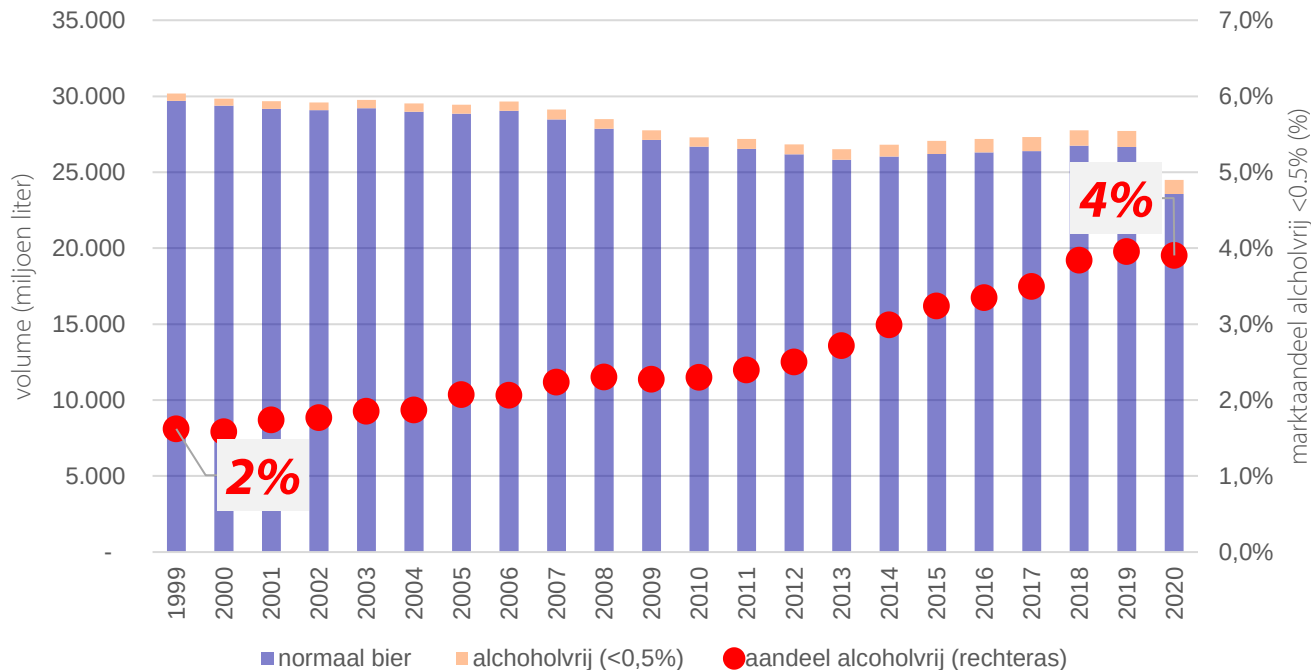
Ton Voermans (AD) 9 maart 2021

Consumentengedrag verandert maar héél langzaam



Consumentengedrag verandert maar héél langzaam

bier en alcoholvrij bier

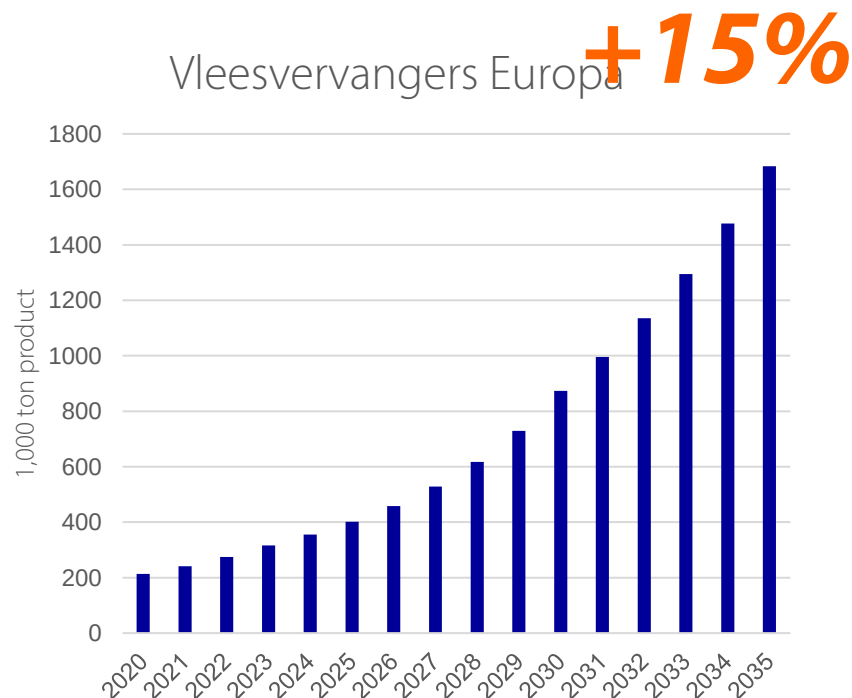
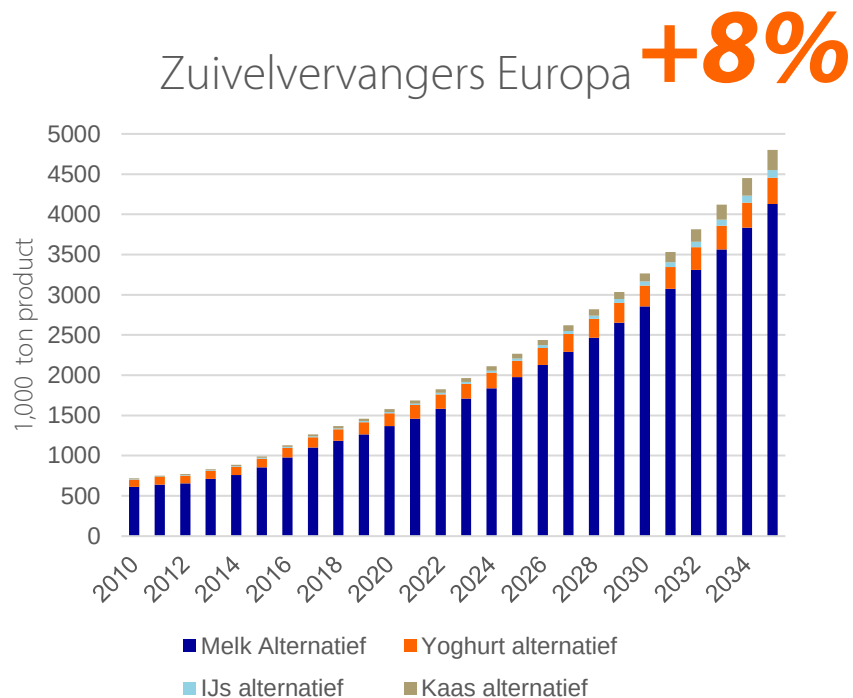


Aanbod

Vraag

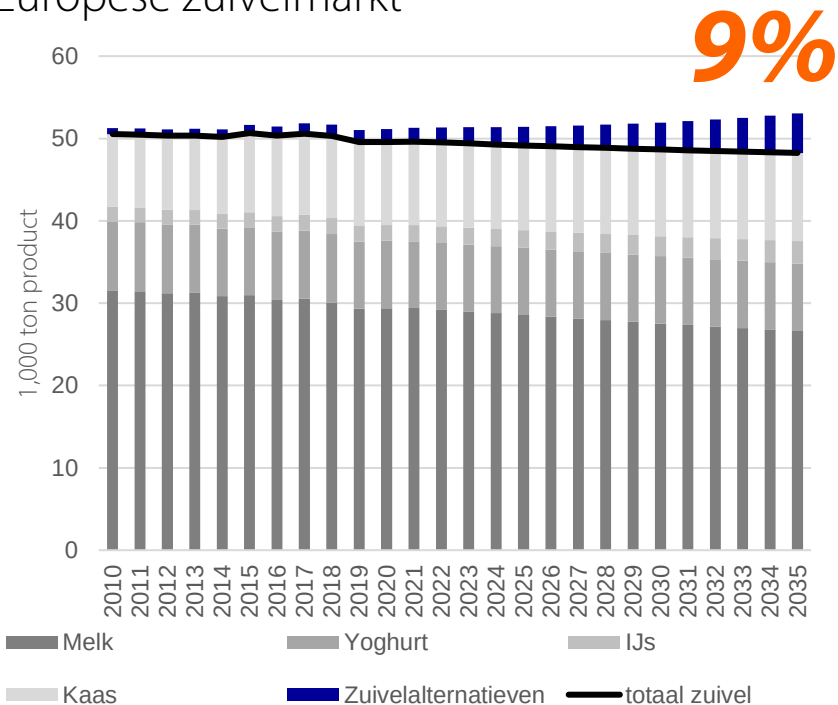


Alternatieve eiwitten laten ongekend snelle groei zien

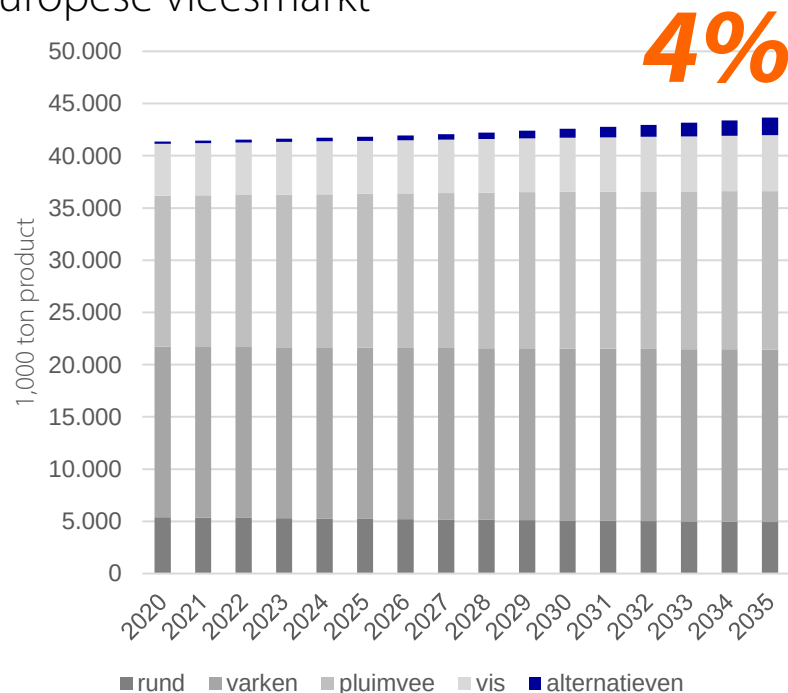


Maar van een transitie kun je niet echt spreken

Europese zuivelmarkt



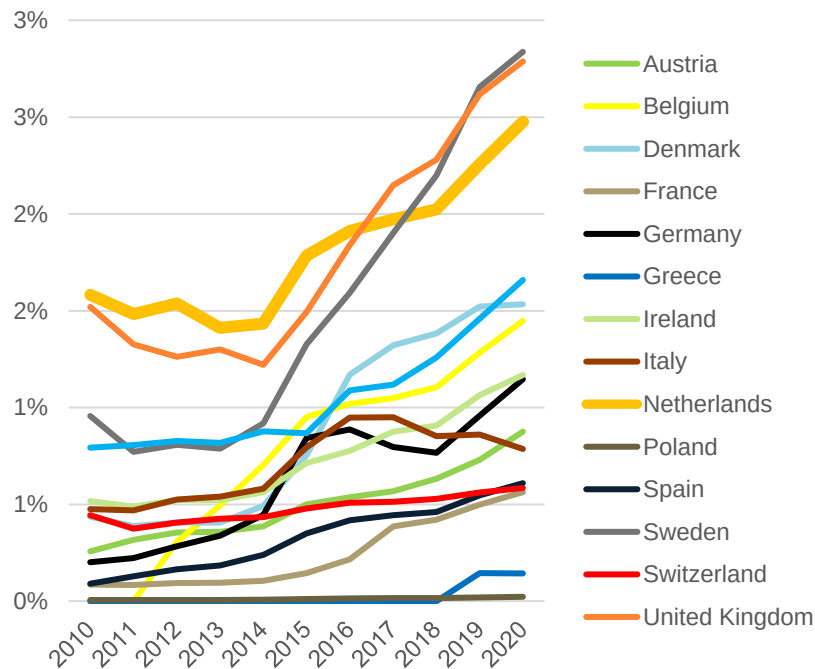
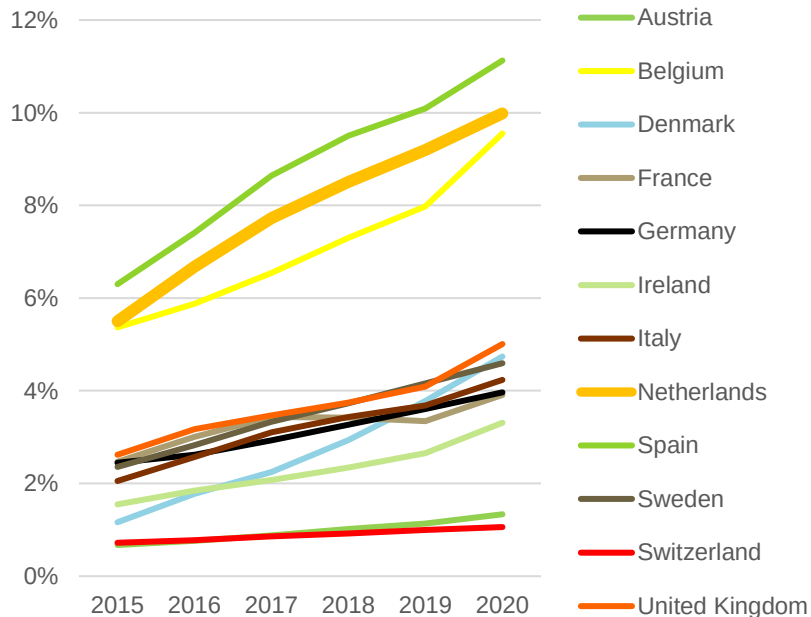
Europese vleesmarkt



Nederland loopt voorop, en zal dat blijven doen!

Marktaandeel zuivelvervangers in verse melk segment

Marktaandeel vleesvervangers in vleeschap



Bron: Euromonitor, Rabobank, 2022

Het kan wel, consumentengedrag snel veranderen ...



Bron: Unilever, Time, Rabobank, 2022

... maar dan moet er wel wat veranderen!

LEKKER

&

GOEDKOPER



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