



# Protein transition

# Sustainable meat alternatives

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An Erasmus Project

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# Questions to discuss in the Presentation

1. What kind of meatless alternatives are sold in our countries?
2. Do we think this is enough? Should there be more?
3. What kind of meat substitutes do we miss in the supermarkets?

# About our meatless Burger

1. Which protein will we use to make a meatless burger?
2. How can we match the structure and taste of meat in a meat substitute?
3. If we want to sell our idea to a big Burger company, what arguments do we have to persuade the ceo of this company?

# What kind of meatless alternatives are sold in our countries?



Tofu, Soy-meat,  
Tempeh (special soy meat),  
Saitan (wheat protein),  
sunflower-beef



meat substitutes, fish  
burgers, food industries  
with meatless meat.



Vegan burger, meat  
alternatives based on  
peas and soy protein



insects, fish burgers,  
protein shakes, food  
industries with meatless  
meat.



Do we think this is enough?

NO



The supermarkets usually supplies just a limited amount of meat alternatives. The section with vegan meat products is often just a little spot with maybe 20 different products meanwhile the meat section has a whole separate aisle.



Should there be more?

YES



We need more sustainable alternatives for meat that are not too expensive for the normal consumer. Furthermore there are already many more sustainable protein sources like algae or insects.



# What kind of meat substitutes could we use in our burger?

## Soy based burger

### Pros:

- lots of protein
- iron supply

### Cons:

- genetic modification
- contains refined oils, artificial flavor and added sugar

## Pea protein based burger

### Pros:

- phytochemicals and micronutrients
- antioxidants
- prebiotic properties
- essentially amino acids

### Cons:

- mass-produced peas lose benefits
- burgers use canola oil and refined coconut oil

## Insect based alternatives

### Pros:

- less water and food required for the production
- same amount of protein as other meat

### Cons:

- people are often discouraged by the idea of eating insects

Which protein will we use to make a meatless burger?

We will use the protein of chickpeas and soy

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Together it has enough protein to give the consumer everything they need

\*



How can we match the structure and taste of meat in a meat substitute?

We can use TVP and tempeh to mimic the structure of beef and other meat substitutes.

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And to make your 'fake meat' taste like real meat you need to add onion powder, garlic powder, other spices and salt. The salt also helps to give the meat structure.

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If we want to sell our idea to a big Burger company, what arguments do we have to persuade the ceo of this company?

### Health

- plant-based ingredients
- rich with protein
- vitamins and minerals are provided
- less known to cause heart attacks than normal meat

### Sustainability

- less need of water, 100 times less than the same amount beef
- less need of space
- less air pollution
- eat the soy ourselves instead give it as food to animals

### Consumers needs

- mimics taste and texture of real meat
- natural food coloring mimics the color (beetroot)
- not more expensive than a beef burger
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# Thanks for listening

Have a nice day

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