

Innovations in bioprotection that help pave the way for a plant-based future

Plant-based dairy alternatives continue to surge in popularity as consumers seek healthier and more sustainable food options

While plant-based diets have long been a niche preference, recent shifts have led growing numbers of consumers to experiment with plant-based eating in pursuit of the health and environmental benefits they hope these behaviors will bring.

As demand for products that satisfy interest in “healthy for me and healthy for the world” grows, consumers are looking to the market for solutions that enable them to live more sustainably. This trend is on the rise: 73% of consumers say they would definitely or probably change their consumption habits to reduce their impact on the environment¹. Today, more than 40% of consumers worldwide intentionally avoid certain animal products², suggesting there is significant growth potential for the plant-based market.

With more than 145 years of experience, Chr. Hansen knows what it takes to bring sustainable innovations to the market that will help customers gain an edge while addressing broader global challenges.

Chr. Hansen’s launch of FreshQ® DA, a new culture within the FreshQ® range, makes this solution available for fermented plant-based products, expanding the scope of what is possible for producers in this market. As with the rest of the FreshQ® range, FreshQ® DA is lactic acid bacteria carefully selected by Chr. Hansen for its ability to improve the fermentation to help protect plant-based products against spoilage caused by yeasts and molds, potentially helping extend shelf life to save money and reduce waste for producers and consumers alike.

With FreshQ® DA, producers can encourage behaviors that optimize sustainable consumption

While the market can continue to innovate toward healthier and more sustainable choices, the simplest and most effective way to improve environmental resilience is to establish sustainable behavior as the default option. Companies in all industries are dabbling in this space, but more work is needed to include the end consumer as a crucial component of a sustainable value chain. Initiatives to encourage behavior modification include work by a number of Nordic food manufacturers to adopt the “often good after” label listed directly after the “best before” date, giving consumers the chance to deepen their role in reducing food waste once a product reaches their homes.³

Food that has been manufactured and stored properly is often still safe to eat after the best before date. One simple way of minimizing waste is to physically evaluate the product before discarding it. Consumers can be better instructed to look, smell and taste the food before throwing it away once it reaches the end of its shelf life. With initiatives like these, consumers are empowered to

use their own common sense to assess food products before throwing them away, helping them to save money and preserve resources.

Individuals should be encouraged to play a larger role in evaluating food freshness and reducing unnecessary waste within their homes, but even the most conscientious consumers will face issues with food spoilage, especially during the open phase of a product’s shelf life. Using fermentation with food cultures like FreshQ® DA, manufacturers of plant-based options can make their products more robust against contamination in the open phase, keep the product fresh for longer and help reduce the volume of food that is discarded due to spoilage. Chr. Hansen aims to collaborate alongside food manufacturers and consumers to support the United Nations’ Sustainable Development Goal of reducing food waste by eliminating 1.2 million tons of yogurt waste by 2022 with its bioprotective solutions.⁴ ●

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References

1. Post-dairy era: the unstoppable rise of plant-based alternatives, Euromonitor, 2020
2. Driving forces behind plant-based diets: climate concern and meat reduction. June 2019. Euromonitor.
3. ‘Best before, often good after’: Unilever adopts anti-food waste labels on food packaging. Food Navigator. ‘Best before, often good after’: Unilever adopts anti-food waste labels on food packaging (foodnavigator.com)
4. Goal 12: Ensure sustainable consumption and production practices. United Nations <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>



Keep it great!

with FreshQ® DA

Keep your brand strong

Help protect fermented plant-based products against spoilage, build your brand and extend shelf life naturally through fermentation

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