



Veg of Lund initiates work on the plant-based meat of the future

Two of Sweden's leading food companies, in their respective segments, are engaging in a joint effort to develop more of the plant-based food of the future. On 11 November 2020, Veg of Lund and Scandi Standard announced that they were entering into a cooperation to develop novel plant-based meat products. In December, the companies established a joint team of researchers with the objective of, within one or two years, being able to offer entirely new foods in response to the consumer trend of increasing demand for high-quality plant-based products with a reduced carbon footprint.

Veg of Lund AB has signed an agreement with Scandi Standard AB, the leading producer of chicken-based food products in the Nordic region, featuring brands such as Kronfågel and Danpo. The companies are cooperating on a project aiming to develop plant-based meat.

The development project is managed by Veg of Lund's Head of Research and Development Eva Tornberg, Professor at Lund University, who is in the process of starting up the work together with her project assistant Anna Kjellström. Within a couple of months, the effort will intensify as additional colleagues join the team. The plan is to use Veg of Lund's patents and expand research based on a combination of potato and rapeseed oil to novel food categories beyond the existing dairy product applications.

"As we are in the final stages of fine tuning Veg of Lund's other major venture – potato milk – we have been able to allocate resources to a new, exciting project," says Eva Tornberg.

Eva Tornberg brought her experiences from a close to 50-year career as a researcher when she and four other partners founded Veg of Lund in 2016. During the 1980s and 1990s, she worked at the Swedish Meat Research Institute in Kävlinge, Sweden, owned by the Swedish cooperative of meat producers. She spent 16 years there as Head of Research, in close contact with the meat and charcuterie industry. She then became Professor at the Department of Food Technology, Engineering and Nutrition at Lund University, where she resumed research within the field of her 1970s thesis – that is, how proteins can be used to stabilize emulsions. The topic of her research was how to make vegetable proteins equally manageable as animal proteins. Her findings resulted in patents that, among other things, form the basis of Veg of Lund's smoothie products, which currently are available in coffee shops and stores.

"I found it interesting to study the potato – a root vegetable rich in carbohydrates as well as in high-quality protein. The potato is virtually void of fat, but oil plants such as rapeseed have that in abundance, ten percent of which comprising health-promoting Omega-3 fatty acids. Potato and rapeseed oil is an excellent combination, and very sustainable from a climate point of view," says Eva Tornberg.

The potato and rapeseed oil emulsion will also form the basis of the plant-based meat products anticipated for launch within two years, but the meat products will require a higher protein content and a different texture to meet the consumer expectations with regard to taste, chewiness and juiciness.



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About Veg of Lund

Veg of Lund is a food innovation company rooted in research at Lund University. The company has developed a unique, patented method to produce a heat-stable plant-based emulsion consisting of potato and rapeseed oil. As its first product, Veg of Lund launched My Foodie®, available from food retailers in Sweden and the United Kingdom. Since 10 February 2020, the company's share is listed at Nasdaq First North Growth Market under the ticker VOLAB. Read more at www.vegoflund.se. The company's Certified Adviser is Eminova Fondkommission AB, which can be contacted by telephone on +46 8 684 211 10 or by e-mail at adviser@eminova.se.