

KALAPROTEIINIJAKEIDEN MARKKINASELVITYS

16.11.2022



RAPORTIN SISÄLTÖ

- Luvussa 2 luodaan tiivis katsaus erityyppisten kalaperäisten proteiinijakeiden ingredienttimarkkinoista.
- Luvussa 3 luodaan tiivis katsaus erityyppisistä kuluttajatuotteista, joista löytyy tällä hetkellä kalaperäisiä proteiiniraaka-aineita. Sen jälkeen luvussa 3 esitellään markkinoilta tällä hetkellä löytyviä kalaperäisiä kollageeni-, gelatiini- ja muita proteiini-ingredienttejä.
- Luvussa 4 nostetaan esiin tunnistettuja trendejä, jotka voivat vaikuttaa kalaperäisten proteiini-ingredienttien mahdollisuuksiin markkinoilla. Luvussa 4 nostetaan niin ikään esiin tärkeitä huomioon otettavia seikkoja B2B-asiakasnäkökulmasta.
- Luvussa 5 vedetään yhteen kalaperäisten proteiinijakeiden nähtävissä olevia markkinamahdollisuuksia sekä hahmotellaan mahdollisia polkuja markkinoille uudelle kotimaiselle kalaperäiselle proteiini-ingredientille.

TUOTE-ESIMERKKEJÄ

Why choose Peptan® Marine



100% ocean fish,
wild caught



Pescatarian
friendly



100% Marine
Whitefish



Produced & Marketed by Rousselot

- A unique bioactive collagen peptide under the Peptan® brand
- Superior sensory
- Highest QESH standards (Quality, Environment, Safety, Health), consistency and reliability
- Option for Co-branding Peptan is available for preferred customers*
- Good solubility - cold and warm
- Compliant with EU and US regulations regarding antibiotics, hormones, preservatives, heavy metals and toxins

Naticol®, collagen peptides

Naticol® is Weishardt's exclusive range of natural fish collagen peptides, which offer high levels of purity, an outstanding nutritional profile, proven health benefits and all-round cost effectiveness.

Weishardt produces Naticol® from **high quality raw materials** and uses a gentle enzymatic process that ensures the finished collagen has a unique amino acid profile, delivering enhanced efficacy in functional food and beverage applications.

Naticol® range is water soluble and compatible with other active ingredients. Naticol® is also **neutral in odour and taste**.

As a result, Naticol® is suitable for use in a **wide range of food products**, including confectionery, snacks, baked goods, soups, sauces and purées.

Naticol® also performs in different types of **beverage products**, including flavoured & non-flavoured waters, 100% fruit juices & juice-based drinks, tea, coffee, malt-based drinks.



TUOTE-ESIMERKKEJÄ

SUPPLY CHAIN CONTROL

The high quality starts with the selection of the raw material. We produce fish gelatin exclusively from Pangasius and Tilapia fish, supplied directly by the breeders. Periodic audits of the breeders are carried out by our quality department, through a specialised partner company and local authorities, thus ensuring traceability and maximum safety of the raw material and, consequently, of the finished product.

TAYLOR MADE

The company's extensive experience in the production of gelatine and its flexibility give it an added strength, i.e. the ability to offer a specific product tailored to the customer's needs.

COLOUR AND LOW TURBIDITY

Fish, compared to the other raw materials used to produce gelatine, is white in colour and has very low turbidity.

SUSTAINABILITY

Various audits are also carried out on sustainability, both on suppliers and in our facilities. Most of our suppliers are also certified with the following certification bodies: ASC, MSC, BAP, GAP.

KOSHER & HALAL FISH GELATIN

In addition to the system certifications, we also offer Halal and Kosher certified products.

CERTIFICATIONS

100% EUROPEAN QUALITY

We carry out production exclusively in our facility in Tuscany, in accordance with European rules and laws on safety and quality.

Fish Gelatin

It is derived from fish scales and/or skins. Our fish gelatin is free from unpleasant fish odor and has very light in color.

Application	Grade	Gel strength	Viscosity	Color	Ash
Pharmaceutical	Soft Capsule	200 Bloom	30-36 mps	≥40%	≤1%
	Hard Capsule	250 Bloom	35-42 mps	≥50%	
Edible	Edible	150-250 Bloom	35-42 mps	≥40%	≤1%

⌘ Note : Above specification is manufacturer's standard and subject to change to meet customer's requirements

TUOTE-ESIMERKKEJÄ

HIGHLY BIOAVAILABLE NUTRITIONAL INGREDIENT

THE IDEAL SPORTS AND NUTRITION SUPPLEMENT

Not only is cod a complete protein source but it also supplies a myriad of essential vitamins and minerals as well as being an easily metabolised and efficient nutrition supplement.

The off-cuts of wild-caught cod fillet (*Gadus morhua*) are steam-cooked, dried and micro-milled into fine powder. The process is very gentle which preserves all the important micronutrients of the fish. Natural calcium, iodine and Vitamin B12 are some of the key nutrients available in Cod Protein.

WHAT MAKES SEAGARDEN COD PROTEIN SO UNIQUE?

1 UNIQUE BIOACTIVE PEPTIDES WITH RAPID ABSORPTION AND UTILISATION

Cod protein's high bioavailability makes it easily digestible resulting in rapid absorption and utilisation in the body. It contains unique bioactive peptides which can promote positive health effects beyond being a nutrient such as anti-oxidative and anti-hypertensive properties¹.

2 INDISPENSABLE AMINO ACIDS AND BCAA²

Cod protein is a complete protein source with a high content of all indispensable amino acids (IAA) and BCAAs (isoleucine, leucine and valine). BCAAs are considered rapid energy sources during exercise as they are transported directly to skeletal muscles for oxidation. IAAs are included in several metabolic

pathways and it is crucial that we obtain them from our diet as the body cannot produce them. Table 1 shows a comparison between Seagarden Cod Protein with its excellent amino acid profile and whey protein (an average of six different supplements). Seagarden Cod Protein has a particularly high content of lysine, methionine, phenylalanine, tyrosine and BCAA. A high content of IAAs makes cod protein nutritionally complete.

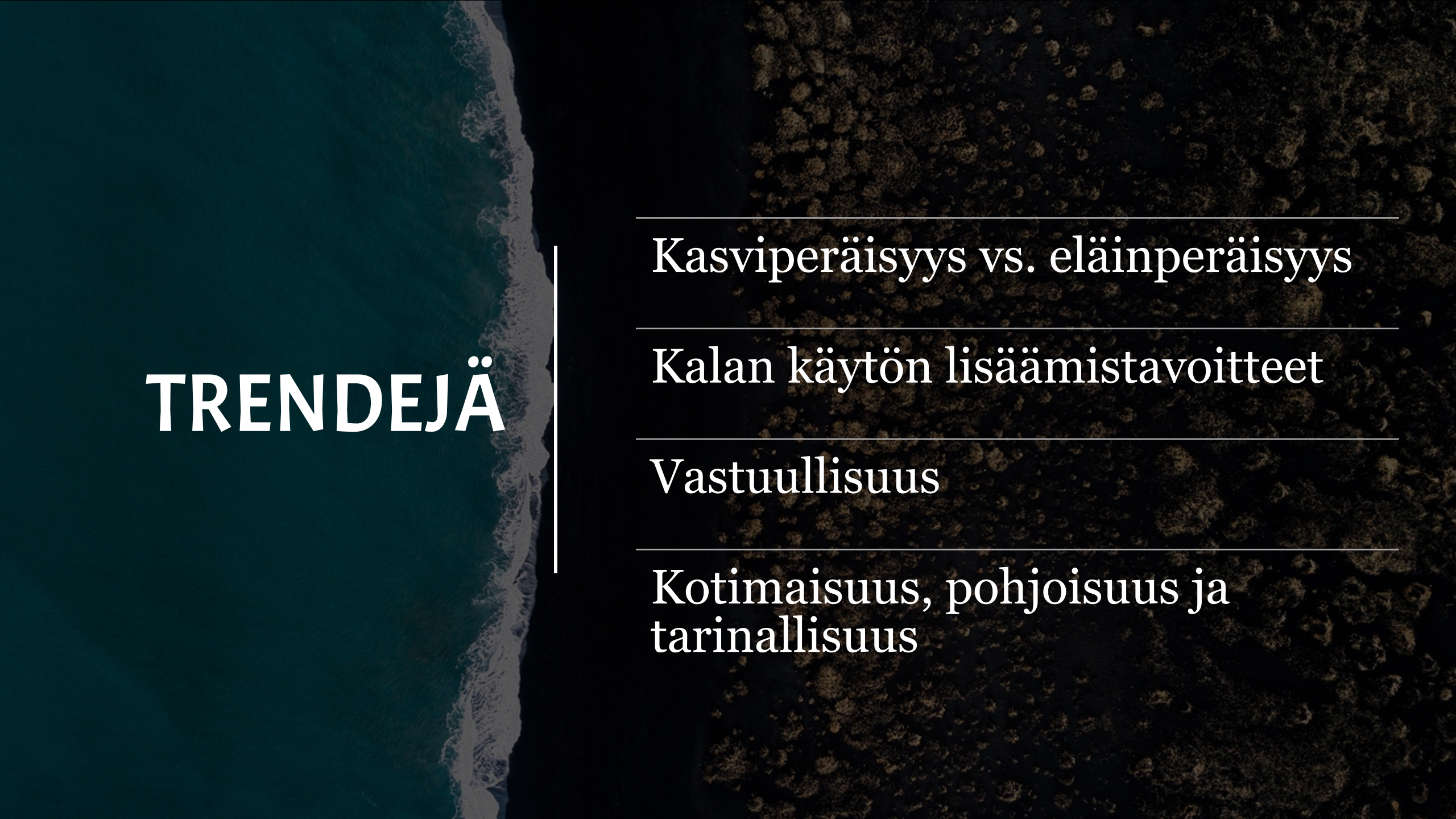
3 ESSENTIAL MICRONUTRIENTS

Cod protein contains natural calcium for bones and connective tissue, iodine for energy, metabolism, growth and development and Vitamin B12 for energy, the normal function of nerves and the production of red blood cells and DNA.

ProAtlantic

ProAtlantic is a range of premium grade hydrolysed Fish Protein Isolates (FPI) containing 95% protein and 0.5% fat for human nutrition products. Protein is essential for the growth and repair of the body and maintenance of good health. The product is spray dried, free flowing with a neutral odour and has excellent amino acid profiles and solubility, making it an excellent source of protein for human nutrition.

- 95% Protein
- 0.5% Fat
- 0% Carbohydrate
- Excellent amino acid profile
- Wide range of low molecular weight peptides
- Highly digestible
- Real food protein source
- Human nutrition product



TRENDEJÄ

Kasviperäisyys vs. eläinperäisyys

Kalan käytön lisäämistavoitteet

Vastuullisuus

Kotimaisuus, pohjoisuus ja
tarinallisuus

HUOMIOITAVIA TEKIJÖITÄ ASIAKAS- NÄKÖ- KULMASTA

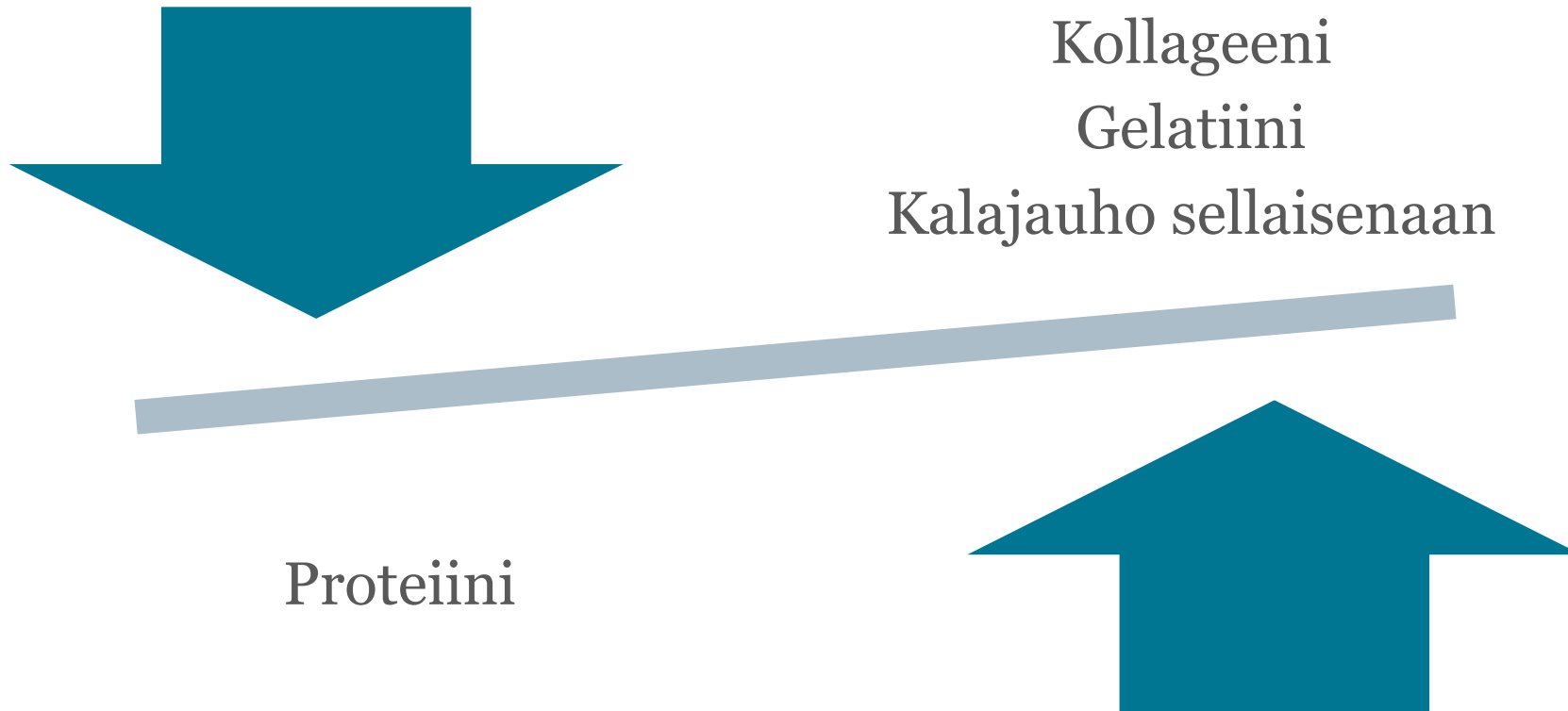
Allergeenisuus

Aistinvaraiset ominaisuudet

Käytettävyys ja prosessointi

Toimitusvarmuus ja saatavuus

ERI JAKEIDEN MAHDOLLISUUDET



MAHDOLLISIA POLKUJA MARKKINOILLE

BULKKIRAAKA-AINE

- Laatu vaihtelee
- Edullisin
- Korostuu: halpa hinta, nopea saatavuus

GENEERINEN RAAKA-AINE

- Peruslaatuinen
- Keskihintainen
- Elintarvikkeisiin, lemmikkien ruokiin, ravintolisiin, kosmetiikkaan, urheiluravitsemukseen
- Korostuu: tasainen laatu, varma saatavuus

BRÄNDÄTTY RAAKA-AINE

- Laadukas
- Kallein
- Ravintolisiin, kosmetiikkaan, urheiluravitsemukseen
- Korostuu: markkinointi, tutkimustulokset, tuotetuki

MAHDOLLISIA SEURAAVIA ASKELIA

- Tuotantoprosessin suunnittelu niin, että varmistetaan tasainen laatu ja saatavuus
- Tuotantoprosessin suunnittelu niin, että tuotteen maku, haju ja väri saadaan mahdollisimman neutraaleiksi
- Tuotteen mahdollisimman tarkan ravitsemuksellisen koostumuksen, liukoisuuden, säilyvyyden ja muiden keskeisten ominaisuuksien selvittäminen
- Tuotteen prosessointiominaisuuksien testaaminen ja tuotekonseptiesimerkkien kehittäminen
- Tarkemmat keskustelut tuotteen kiinnostavuudesta ja sille asetettavista vaatimuksista kotimaisten elintarvikeyritysten tuotekehittäjien ja ostajien kanssa
- Liiketoimintamallin, markkinoinnin ja myynnin suunnittelu