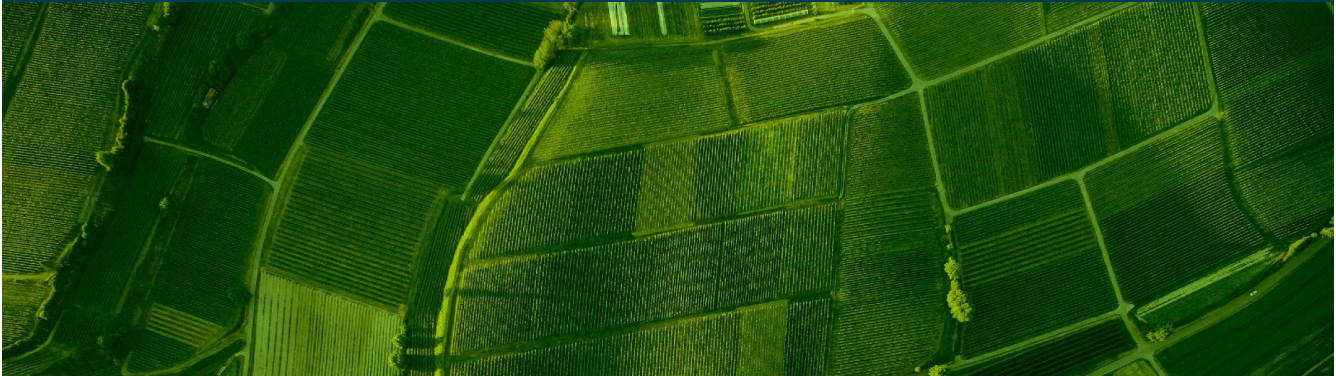


Practice Abstract No 3

Plant-based dairy products by The New Milkman



Description

Plant-based dairy products cater to a growing market of consumers who are conscious about the environmental impact of traditional dairy products. These consumers are switching from dairy products based on cow milk to dairy products based on crops. Examples of plant-based dairy products are soy milk and yoghurt, oat milk, almond milk and pea protein drink. For European farmers, these products open new opportunities, particularly when sold in short food supply chains. The New Milkman (in Dutch: De Nieuwe Melkboer) is a start-up of two dairy farmers who started to grow soybeans and to process the beans into the first Netherlands-based soy milk. This soy milk is sold as a plant-based alternative for milk in coffee specialties, such as cappuccino and latte macchiato. Soybeans is a new crop for The Netherlands. When grown as commodity, Dutch soybeans are not competitive. However, when used in specialty products with an emphasis on the environmental benefits of local production, soybeans can be a profitable crop also for Dutch farmers. The New Milkman goes one step further, by processing it into a soy drink to be used in coffee specialties. The New Milkman has been supplying local coffee bars, but it is also selling online. By emphasizing the specialty characteristics and the environmental benefits of the short food supply chain, the soy drinks of The New Milkman have become popular among a steadily growing group of consumers.

To scale up its sustainability-oriented innovation, The New Milkman has entered a strategic alliance with Agrifirm, a large Dutch agricultural cooperative. Through this collaboration, other farmers can benefit from the experiences of The New Milkman, and more consumers can enjoy a sustainable alternative for milk-based dairy.

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Stakeholders

Start Ups, Retailer, Farmer

Country/Region

The Netherlands

Keywords

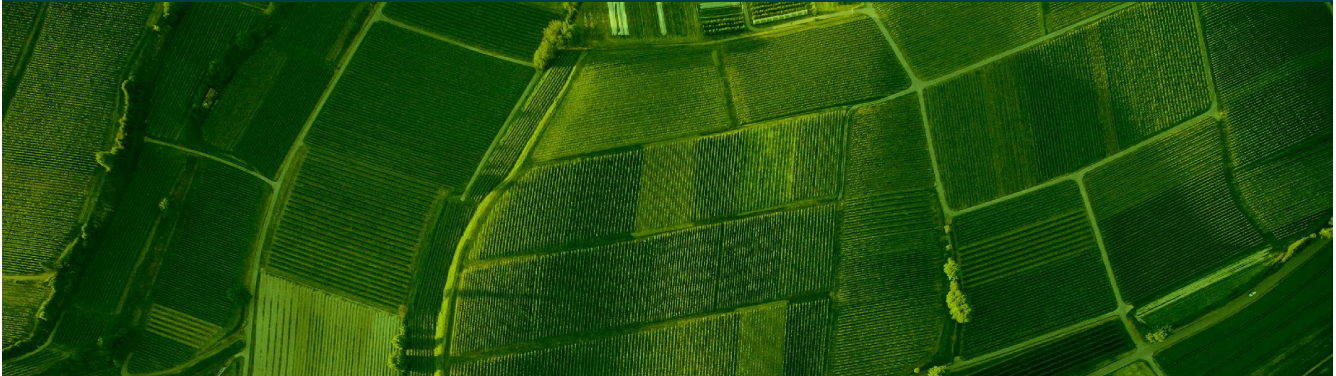
Plant based food, dairy, soybeans



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.

Practice Abstract No 3

Plantaardige zuivelproducten van De Nieuwe Melkboer



Description

De markt voor plantaardige zuivelproducten groeit snel. Consumenten kiezen voor plantaardig omwille van de negatieve milieueffecten van dierlijke zuivelproducten en om de lokale economie te stimuleren. Voorbeelden van plantaardige zuivelproducten zijn sojamelk, sojayoghurt, amandelmelk en haveremelk. Plantaardige zuivelproducten bieden nieuwe kansen voor Europese boeren, voor in korte ketens. Deze producten worden gemaakt op basis van soja, erwten of lupines. Deze gewassen kunnen door akkerbouwers worden geteeld, maar ook veehouders kunnen een deel van hun grond gebruiken voor de teelt van nieuwe gewassen. De Nieuwe Melkboer is een startup van de gebroeders Grobben die op hun melkveehouderij in Twente ook soja telen en deze soja verwerken tot de eerste sojamelk van Nederlandse bodem. Deze sojamelk wordt vooral verkocht als alternatief voor dierlijke melk in koffie-specialiteiten zoals cappuccino en latte macchiato. Het voorbeeld van De Nieuwe Melkboer kan ook voor andere boeren in Nederland interessant zijn. De essentie ligt in het verwaarden van de Nederlandse soja in consumentenproducten die door de consument hoog gewaardeerd worden vanwege lokale productie en geringe milieueffecten. Om het initiatief op te schalen is De Nieuwe Melkboer een alliantie aangegaan met Agrifirm, een grote landbouwcoöperatie. Agrifirm heeft ervaring met sojateelt in Nederland en wil Nederlandse boeren ondersteunen. Andere boeren die overwegen soja te telen voor speciale Nederlandse toepassingen kunnen profiteren van de ervaring van De Nieuwe Melkboer en van Agrifirm.

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Stakeholders

Start Ups, Retailer, Farmer

Country/Region

The Netherlands

Keywords

Plant based food, dairy, soybeans



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Additional Information (context, links, etc.)

<https://nieuwemelkboer.nl/> (in Dutch)

<https://thinkeast.nl/blog/project/the-new-milkman-vegan-soya-drink/> (in English)

About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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