



“Accelerating our market introduction”

Since 2014, GreenFood50® in Wageningen develops, produces and sells innovative quinoa ingredients based on quinoa grown in The Netherlands.

In our portfolio we have quinoa seeds, quinoa flours, quinoa flakes, precooked quinoa, quinoa crisps, quinoa puffs, quinoa fibers, quinoa proteins and quinoa starch. These innovative quinoa ingredients are applied in bakery products, salads, pastas, sauces, beverages, sports nutrition, healthy bars, snacks, vegetarian and gluten free products.

Through our close co-operation with Wageningen University & Research and other leading international research organizations, we are able to apply the latest technologies and know-how in our ingredients.

GreenFood50 quinoa ingredients have following benefits:

- Highly nutritious with proteins, dietary fibers, omega 6/9 fatty acids, vitamins & minerals.
- Excellent taste and smell;
- Produced with clean technology from non-GMO quinoa seeds grown in The Netherlands;
- Easy to use in a wide range of applications;
- Free from gluten and EU-14 allergens;
- No additives, no preservatives and no pesticides.

Our ingredients are used on a daily base by the Dutch Olympic training center in Papendal where over 300 athletes prepare themselves for the next Olympics in PyeongChang and Tokyo.

During Food Matters Live 2015, GreenFood50 received the runner up open innovation award from the Institute for Manufacturing, University of Cambridge. In September 2016, GreenFood50 was a finalist at the Bridge2Food protein summit in France.

The global quinoa market is estimated at EUR 400 million with a grow of 26% per year in 2016-2020. Therefore there is in the food industry a high interest to use preferably locally grown quinoa ingredients. However it takes a considerable effort and throughput time before a new product produced with new local quinoa ingredients is available for consumers. This while consortia in other EU countries, USA, Canada, China, India, Australia and Middle-East are also developing local quinoa chains.

The Challenge:

How do we in an innovative way accelerate the market introduction of our locally grown quinoa ingredients in order to reach a global market share of 20% in 2020? And what will be the required marketing investment?