

# Biogospodarstvo: nova razvojna in poslovna priložnost v agroživilstvu



# Razvoj rastlinskih mesnih nadomestkov naslednje generacije

Tilen Travnik

Bevo d.o.o. (Juicy Marbles)



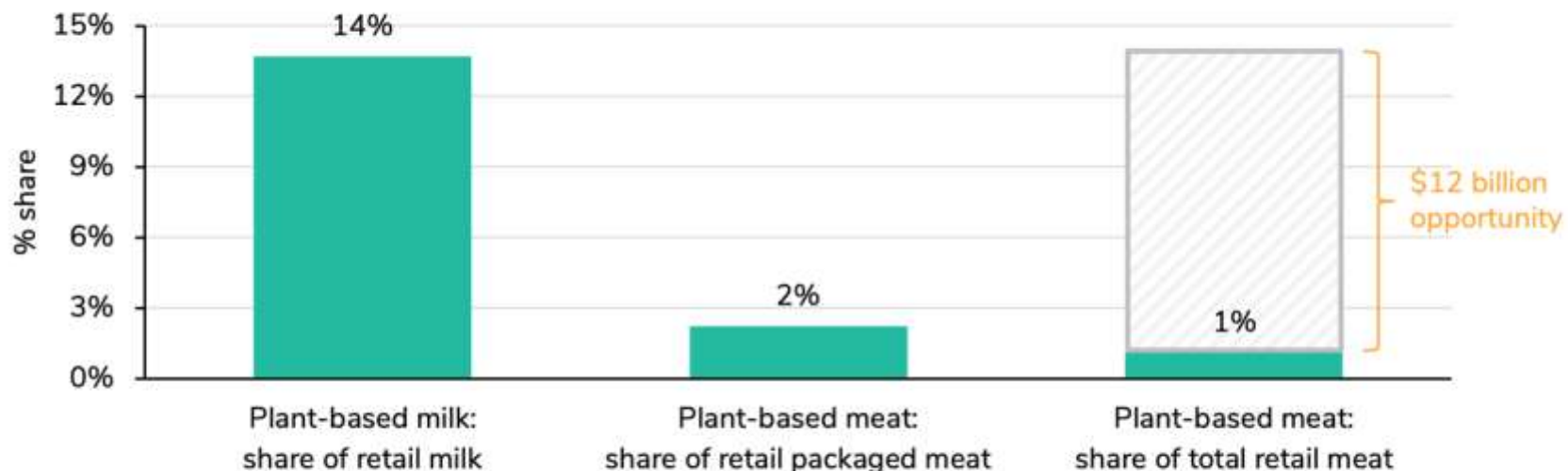
# Problemi intenzivne pridelave mesa

- okolje
- neučinkovitost (raba tal, izraba kalorij)
- transport, hladna veriga,
- etični vidik
- vpliv vnosa velike količine mesa na zdravje ljudi
- ...



# Trendi so očitni in močni

Plant-Based Milk and Meat Shares of Total Categories  
2019



\*Note: SPINS does not report non-UPC meat counter sales. To account for this, the plant-based meat total retail share calculation uses the \$95 billion total meat market size reported by Nielsen, as this number includes both retail packaged meat sales and non-UPC meat counter sales

Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 52 weeks ending 12-29-2019; Nielsen (2019).

[The F Word: Flexitarian Is Not a Curse to the Meat Industry](#)

© 2020 The Good Food Institute, Inc.



# Prvi poskus



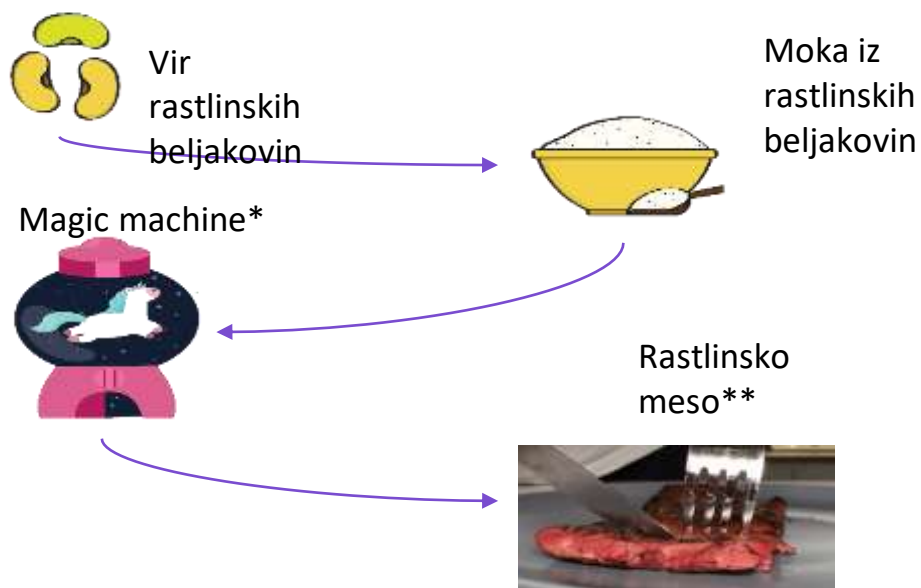
Štartaj Slovenija, 4. Sezona - Altburger



# Meat-o-matic

Razvili smo tehnologijo, ki lahko rastlinske proteine, vodo in olje transformira v steake, rebrca, krače.

To nam omogoča, da na trg vstopamo z daleč najboljšim produktov tako z vidika teksture kot okusa.



# Problemi intenzivne pridelave mesa

- okolje
- neučinkovitost (raba tal, izraba kalorij)
- etični vidik
- vpliv vnosa velike količine mesa na zdravje ljudi
- ...







# Izdelka s prototipom 3







# Najlepša hvala za vašo pozornost!

Kontaktne podatke (e-naslov, gsm)

