

Planted – Why the chicken of the future is made from peas

September 29, 2020

Keynote Speaker

Pascal Bieri is Co-Founder of Planted and an alumnus of HSG. He started Planted in 2019 and previously gained working experience in Deep Tech, Logistics and the Nutrition Industry.

SUMMARY

On 29 September 2020, NEO Network invited Pascal Bieri, Co-Founder of Planted, to an online keynote to answer the question “why the meat of the future is made from peas”.

Together with Lukas Böni, Christoph Jenny and Eric Stirneman, HSG Alumni Pascal Bieri co-founded the food-tech start-up Planted little over a year ago. In this Keynote, Pascal immersed us in the world of one of the fastest-growing start-ups in Switzerland and revealed to us the world of plant-based meat. For the global population, meat symbolises much more than just a food source: it represents taste, texture, and cultural heritage. However, the downside of massive meat production is enormous: Abusive animal captures, mass animal killing and immense impact on climate change. Driven by these problems, Planted has made it their vision to find a solution to provide an alternative to meat which is sustainable, produced ethically, and is just as good as standard meat in terms of taste and texture.

So, how is this possible?

As a food-tech start-up, Planted makes use of science and technology to craft delicious meat. Their process consists of three steps:

- 1) A database and open playing field for understanding and creating plant-based ingredients such as proteins, fibres and fats.
- 2) Structuring tools, which include high moisture extrusion, but current research also looks at ways of using 3D-Printing or a specific fermentation process.
- 3) Product Development, which ultimately leads to the creation of a product that is a better alternative to an animal product.

Needless to say, technology itself does not sell a product. Planted’s success evolved from a clear go-to-market strategy, including excellent marketing and branding. Before selling a product directly to end-customers, Planted products were distributed amongst selected restaurants. Planted used the chefs’ feedback to optimise their products further. Only after this crucial step, Planted products were then sold via the webshop, food trucks or retail distributors such as Migros or Coop, to reach end-customers directly. This process is applied to every new product launched by the start-up. More importantly, this retail distribution strategy helped Planted to meet their sales target despite the current Corona crisis.

Also, Planted’s fundament for its plant-based meat revolution consists of four pillars: Environment, Animal Welfare, Taste and Health. First, they guarantee 100% sustainability for the environment by only using plant-based ingredients. Second, they guarantee NO animal cruelty due to a vegan product. Third, due to the great taste

and texture they developed, they guarantee delicious meat alternatives. And fourth, they guarantee no chemical ingredients or additives. All in all, their plant-based chicken product consists of only four ingredients: Peas (peas protein, pea fibre), rapeseed oil, water, and a healthy portion of vitamin B12.

Furthermore, to achieve the goal of revolutionising the way people perceive and consume meat on a global scale and to massively reduce the negative impacts of animal agriculture on our planet, Planted works with four specific Marketing spotlights.

- 1) Flagship accounts and influencers (such as chefs, restaurants, etc.)
- 2) Direct customer contact through pop-up stores, food trucks, etc.
- 3) A Planted Brand Home to show transparency and be close to the customer
- 4) Community building through Planted Points (to be coming soon)

Just this summer, Planted moved to the region of Kemptthal to build its first production site. Pascal Bieri especially claimed that everyone is welcome to visit their production site to have a look at how the future of meat is made from peas. So go ahead, visit the production site, try out their newest creation of chicken Kebab or pork meat and let's make the world a better place one tasty bite at a time!

This online Keynote also contained a Q&A section afterwards. The participants were very involved and eager to learn more about Pascal Bieri, Planted and plant-based meat production. It was a highly interesting and intense Q&A session (almost 40

questions, and we had to stop there!) and we cordially thank Pascal Bieri for his patience and frankness during this event.

This report was produced by the NEO Network – a student think tank and network at the largest Swiss universities. NEO aims at exploring challenges, brought by cutting-edge technologies with the leading industry experts, scientists and entrepreneurs

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