Call for partners
Healthy & Sustainable Foods

Public-Private-Partnerships with Wageningen Food & Biobased Research (WFBR) for project ideas to start in 2027.

Each year, Wageningen Food and Biobased Research (WFBR) partners with Industry, research institutes, NGOs, and other stakeholders in Topsector Agri & Food consortium projects. In this document, the WFBR research areas in the food domain present their Public-Private-Partnership project ideas to start in 2027.

Healthy & Sustainable Foods

Project ideas for:

- Innovations for improved **health** and wellbeing
- Smart innovations for sustainable food **processing**
- Consumer-driven innovations for healthy and sustainable **food products**

The project ideas are still in their early stages, which has the advantage that they can be adjusted to the research needs of partners who would like to join the consortium. If you want to express your interest in joining any of the project consortia, please contact **bianca.vandecraats@wur.nl** before the end of May 2026.

The submission deadline for the project proposals to the funding agency is 1 September 2026. The main general terms, conditions, and timeline for consortium projects can be found at the end of this document.

Innovations for improved health and wellbeing

Project ideas:

1. **GutGuard**: Strengthening the immune response of vulnerable populations against pathogens using food components
2. **NovaMOO**: Novel nutritious dairy alternatives
3. **CHOLESS**: Dietary fibers with cholesterol lowering effects
4. **Hybrid Health AI:** Turning food–microbiome complexity into clear, actionable health insights.

This portfolio focuses on developing food solutions that support human health through improved nutrition and functional ingredients. The projects address immune resilience, healthy alternatives and the prevention of lifestyle-related diseases. Together they contribute to the development of nutritious, science-based foods that support healthier populations.

GutGuard

Strengthening the immune response of vulnerable populations against pathogens using food components

Idea #1 | Tamara Hoppenbrouwers

WAGENINGEN
UNIVERSITY & RESEARCH

This project will evaluate the immune-enhancing effects of selected dietary components on resilience against pathogens in vulnerable populations.

Pandemic preparedness and healthy longevity are rapidly becoming key challenges for modern healthcare. Strengthening immune resilience in vulnerable groups, especially infants and elderly, offers a powerful, preventive contribution to a solution. Previous studies suggest that dietary compounds such as fibres, proteins, vitamins, and minerals may boost immune response, in an easy-to-implement way via the diet. Credible health claims, however, require more solid scientific evidence.

The GutGuard project will use a combination of validated *in vitro* models and a clinical study to evaluate the immune-strengthening effects of these dietary components on resilience against pathogens. The resulting biomarker set will validate immune effects, refine age-specific *in vitro* models, and provide robust, claim-ready data.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/_OsGuI6EUKg

NovaMOO

Novel nutritious dairy alternatives

Idea 2# | **Paul Vos** & Jurriaan Mes

WAGENINGEN
UNIVERSITY & RESEARCH

Dairy alternatives currently on the markets in general have a poor nutritional profile compared to conventional diary products. Research in this area often focuses on protein quality, but fat, carbohydrate and micronutrient quality are important as well, and these aspects interact!

NovaMOO investigates and optimises nutritional quality and health impacts of ingredients, additives (e.g. emulsifiers / novel fat concepts) and formulated dairy alternative products

Outcomes focus on a comprehensive assessment of nutrition quality and health impact data of dairy alternative components to provide data on: (1) protein, fat, carbohydrate, micronutrients and/or matrix interactions, (2) Impact on glucose release, fat metabolism & LPS translocation, microbiota effects and (3) an optional human study to confirm main in vitro findings.

Novel nutritious dairy alternative concepts will be developed that are sustainable and healthy, based on smart combinations of plant and novel ingredients and additives while integrating novel processing and formulation technologies. As NovaMOO focuses on nutrition and health, the aim is to leverage industry partner expertise in processing and formulation maximally.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/EY103chF1xo

CHOLESS

Dietary fibers with cholesterol lowering effects

Idea #3 | **Shanna Bastiaan-Net** & Jurriaan Mes

WAGENINGEN
UNIVERSITY & RESEARCH

β-glucans from oat and barley have demonstrated a cholesterol-lowering effect at a daily intake of 3 grams, resulting in approval of a health claim. Various other dietary fibers have also shown this beneficial ability. However, no comprehensive fiber characteristics for cholesterol-lowering have been established yet.

Project CHOLESS aims to create this mechanistic and applied understanding of the cholesterol-lowering effect of dietary fibers. Research is focused on understanding two hypothetical mechanistic routes: 1) direct binding of cholesterol to fiber, and 2) indirect reduction via bile acids scavenging. Cholesterol lowering will be linked to essential fiber characteristics using fractionation and modification techniques. *In vitro* simulation will assess the activity and stability of fibers in the small and large intestine, while an *in vivo* test will unambiguously demonstrate the health enhancing effect in man.

This approach will demonstrate, create understanding and potentially improve the cholesterol-lowering effect of fibers and high-fiber side streams. Effectively establishing it as an added-value, high-functional ingredient for a healthy diet.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/fv0LDuZ5UA0

Hybrid Health AI

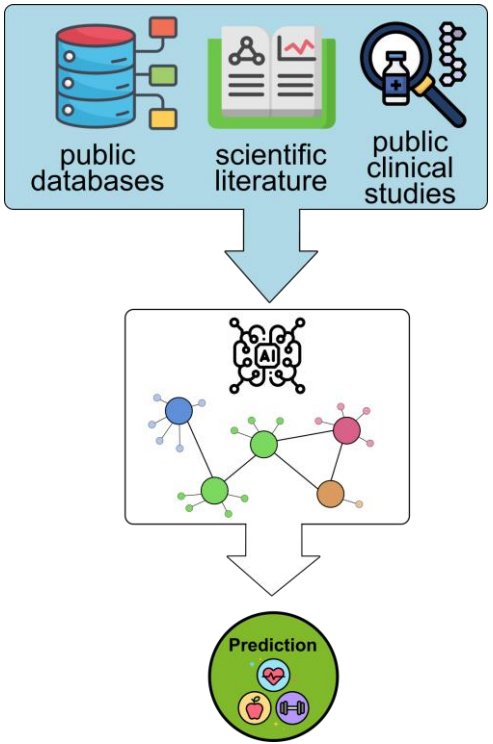
Turning food–microbiome complexity into clear, actionable health insights.

Idea #4 | **Laura Valk** & Rutger Vlek

WAGENINGEN
UNIVERSITY & RESEARCH

Hybrid Health AI **transforms complex food–microbiome science** into **actionable insights** that help companies **innovate faster** and design truly **health-supporting products**

Hybrid Health AI develops a powerful method to efficiently map and navigate knowledge on how **food, the microbiome, metabolites and health interact**. The approach enables food companies to **accelerate knowledge-driven innovation**, **identify** promising **markets** and **target groups**, **and design focused experiments to substantiate health claims**. Patient and interest groups gain a tool for preventive health strategies, reducing pressure on the Dutch healthcare system. Researchers can use the method to design targeted, effective studies that close key knowledge gaps. **Partner-supplied food materials** will be **tested *in vitro***, with **results contextualized by Hybrid Health AI to generate actionable insights.**



Smart innovations for sustainable food processing

Project ideas:

5. **PAT4FOOD:** Process analytical technologies for modelling and optimisation in food processing industries
6. **INSIGHTS**: In-line insight into feedstock and side-stream composition
7. **BRIDGE**: Translating Lab Insights to Industrial Performance
8. **SpectraFILM**: Biofilm detection with spectral imaging
9. **SAFE-FROST**: Technological solutions to increase safety of frozen food ingredients
10. **Breeding 4 Dry Separation**: Crop selection and breeding for lower oil content of grains and pulses to enable dry separation
11. **DRYLOOP**: Increasing DRYing efficiency and closing steam LOOPs in the food industry
12. **EFFORT**: Efficient food processing by energy and water reducing technologies
13. **SuperCool**: Using food products as energy buffers to reduce grid congestion and extend shelf life
14. **Dry micro**: Microbial biomass drying
15. **Press2Food**: Using press cakes for food
16. **UHT predict**: Predictive modeling of stability of UHT drinks

This portfolio brings together innovations that improve process control, efficiency and sustainability in food manufacturing. The projects focus on smart sensing, AI-driven optimisation and resource-efficient technologies to reduce energy, water use and variability. Together they strengthen the competitiveness and resilience of the food processing industry.

PAT4FOOD

Process analytical technologies for modelling and optimisation in food processing industries

Idea #5 | Puneet Mishra

WAGENINGEN
UNIVERSITY & RESEARCH

- Food processing industries face growing **pressure to deliver consistent quality, improve efficiency, reduce waste, and meet stricter regulatory demands while running under tight margins**. Many processes still rely on offline measurements and empirical adjustments, limiting transparency and responsiveness. **Process Analytical Technologies (PAT)** enable real-time monitoring and data-driven optimisation, providing a clear pathway toward more stable, efficient, and sustainable production.
- **PAT4FOOD** aims to **accelerate the adoption of advanced PAT** solutions in food manufacturing. Although spectroscopic sensing, inline monitoring, and chemometrics are well proved in high-value industries, their uptake in food processing stays limited due to integration and interpretation challenges. **PAT4FOOD bridges this gap** by co-developing and validating solutions in industrial environments and setting up best practices for scale-up. Through a Public–Private Partnership (PPP) model, partners benefit from shared risk, co-innovation, and substantial subsidy support for collaborative R&D.

Ref.:

FDA U.S. FOOD & DRUG ADMINISTRATION

Guidance for Industry

PAT — A Framework for Innovative Pharmaceutical Development, Manufacturing, and Quality Assurance

👉 Watch the recorded presentation here:
🎥 https://youtu.be/7Ep6M-VC22A

INSIGHTS

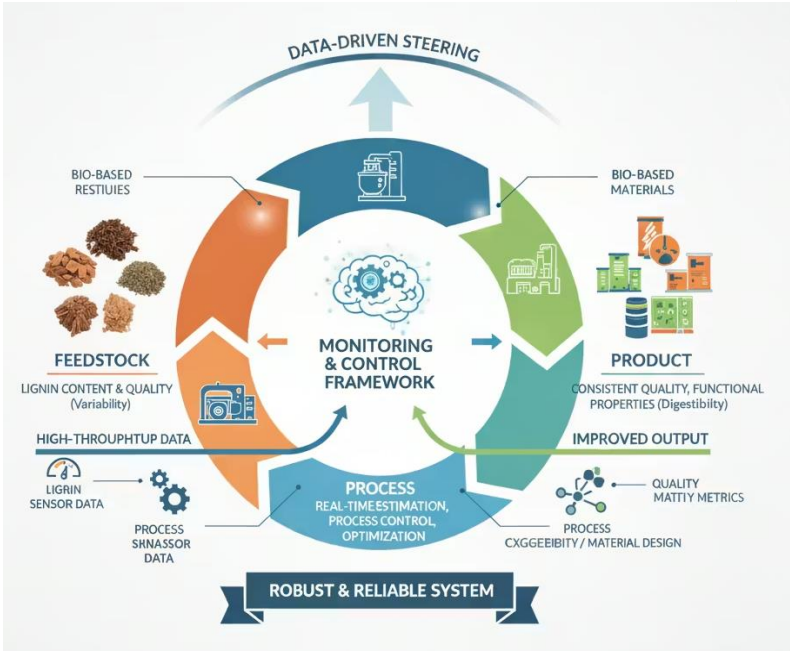
In-line insight into feedstock and side-stream composition

Idea #6 | **Martijn Bekker**, Gijs van Erven, Xuezhen Guo, Puneet Mishra

WAGENINGEN
UNIVERSITY & RESEARCH

The main objective of this project is to develop and implement a robust, high-throughput monitoring and control framework for feedstock and side-stream composition and quality across the feedstock–process-product chain, enabling reliable real-time estimation of e.g., starch, protein and fibre content and composition, improved process control and optimization, consistent product quality despite feedstock variability, and data-driven steering of digestibility and functional properties.

The project will establish an integrated monitoring and control system by combining inline, online, and at-line FT-IR/MIR and NIR spectroscopy with hybrid modelling and advanced control strategies. Spectroscopic methods will be calibrated and validated against reference analyses to robustly quantify starch, protein and fibre content and composition under real factory conditions, including dynamic recalibration to handle seasonal and batch variability. These data will feed a hybrid framework that integrates first-principles understanding with data-driven models and enables safe, adaptive optimization via Model Predictive Control and reinforcement learning with human oversight. The approach will enhance feedstock valorization, reduce (side-stream) variability, improve digestibility control, and deliver a scalable solution for industrial biorefinery and feed applications.



👉 Watch the recorded presentation here:
🎥 https://youtu.be/cFv53jzpf1A

BRIDGE

Translating Lab Insights to Industrial Performance

Idea #7 | **Panos Voudouris**, Laurice Pouvreau

WAGENINGEN
UNIVERSITY & RESEARCH

Extensive laboratory testing is routinely performed to characterize ingredient techno-functionality, particularly for emulsion formation and gelation behavior.

However, despite careful experimental design, results obtained at lab scale frequently fail to translate to pilot- or industrial-scale processing. This disconnect leads to costly reformulations, repeated trials, and uncertainty in ingredient performance.

Rather than accepting these failures as unavoidable, **BRIDGE aims** to actively examine the scaling principles of techno-functionality analyses. By identifying the process conditions required to bridge laboratory homogenization and industrial-scale equipment, **BRIDGE seeks** to establish reliable pathways for both scaling-up, and scaling-down emulsion and gelation formation experiments.

👉 Watch more detailed information here:
🎥 https://youtu.be/vGKEEc24y-0

SpectraFILM

Biofilm detection with spectral imaging

Idea #8 | Hasmik Hayrapetyan

WAGENINGEN
UNIVERSITY & RESEARCH

Biofilms are a persisting problem in food industry, showing increased resistance to disinfectants. Pathogens can form them in both wet and dry environments. Viable but non culturable cells hinder culture-based methods of detection. Spectral imaging is a promising technique for detection of biofilms. Next to detection, effective eradication methods are also needed.

In SpectraFILM we will apply optical spectral techniques for detection of biofilms of pathogens such as *Listeria*, *Salmonella* and *Cronobacter* spp., on abiotic surfaces relevant for food industry. Classical microbiological methods for biofilm measurement will provide data for interpreting spectral patterns. Promising eradication methods of interest for partners will be selected for testing, for example UV light, enzymes, disinfectants, cold-plasma, fogging, etc.

Bacillus cereus on stainless steel

SAFE-FROST

Technological solutions to increase safety of frozen food ingredients

Idea #9 | Masja Nierop Groot

WAGENINGEN
UNIVERSITY & RESEARCH

- **Fruits and herbs** are mostly **frozen without prior heat treatment** (blanching) and pose **safety risks** to consumers.
- **Enteric viruses** have been associated with berry-associated foodborne outbreaks worldwide.
- **Herbs** are a well-known source of foodborne diseases related to ***Salmonella*, STEC** and ***L. monocytogenes***.

The **SAFE-FROST** project aims to develop validated strategies to reduce microbial contaminants in frozen ingredients without compromising product quality.

SAFE-FROST

Two strategies for technological solutions:

- **Advanced washing technologies** prior to freezing.
- **Dry disinfection technologies** for products that are vulnerable to washing.

Outcome: validated strategies for inactivation, monitoring and process control using advanced sensors, process definition validated in semi-industrial environment

Breeding 4 Dry Separation

Crop selection and breeding for lower oil content of grains and pulses to enable dry separation

Idea #10 | Marieke Bruins

WAGENINGEN
UNIVERSITY & RESEARCH

Oat, quinoa, and chickpea are important new protein sources of which the first two are also important resilient crops for Europe. They are gluten-free and could be important sources of protein. However, they contain relevant amounts of oil, which are enough to obstruct fine-milling to a powder that can be dry separated without prior oil removal. Enabling fine-milling by crop selection and breeding for low-oil crops would enable dry separation. This will enable a more sustainable way to protein products from these crops.

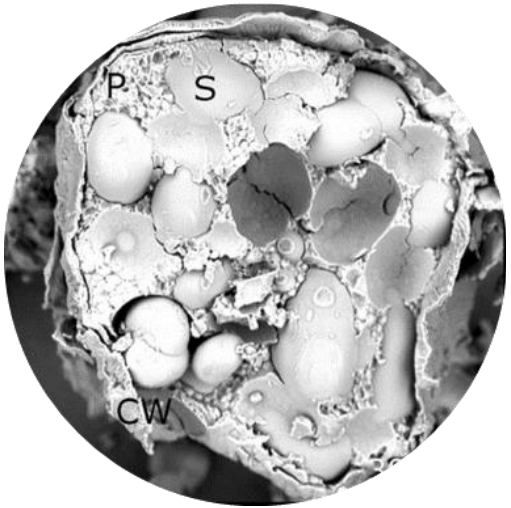
The project will combine knowledge on milling and air classification with knowledge on plant breeding and cell morphology. This will optimize dry separation processes for crops that currently can't be dry separated to a sustainable protein concentrate.

Targets for breeding/crop selection are

1) Low oil, preferential not in oil bodies (easy to modify)

2) High protein content in the non-starch fraction (medium to modify)

3) Large starch granules that don't break easily (difficult to modify, fundamentally unknown)



👉 Watch the recorded presentation here:
🎥 https://youtu.be/w7foUY-2kEM

DRYLOOP

Increasing DRYing efficiency and closing steam LOOPs in the food industry

Idea #11 | **Joanne Siccama** and Bert Dijkink

WAGENINGEN
UNIVERSITY & RESEARCH

Drying is the most energy-intensive process in the food industry. Therefore, solutions to reduce energy consumption are needed, while at the same time product quality needs to be the same or better compared to conventional processing methods. The DRYLOOP project aims to achieve a major improvement by recovering 100% of the evaporation heat.

Project DRYLOOP aims to improve energy efficiency by:

- Recovering and reusing steam
- Increasing drying rates in conventional drying technologies
- Using superheated steam as alternative drying technology for 100% water vapour recovery

👉 Watch the recorded presentation here:
🎥 https://youtu.be/WiwkEkoJkAc

EFFORT

Efficient food processing by energy and water reducing technologies

Idea #12 | Martijntje Vollebregt

WAGENINGEN
UNIVERSITY & RESEARCH

For resource efficient and sustainable food processing energy and water reduction are essential. Driven by actual and increasing challenges companies require insights in the balance between product quality, processing costs and energy and water reductions. With water and energy needs often coupled, innovative technologies offer significant reduction opportunities.

EFFORT's tool to evaluate energy and water reduction potential by innovative technologies generalises knowledge on the water-energy-food nexus to support food processing companies. The project results in

- Insights on effects on product quality and food safety of selected technologies for energy and water reduction
- Insights on water and energy use of selected technologies
- Tools to evaluate energy and water reduction on food safety and resources use

SuperCool

Using food products as energy buffers to reduce grid congestion and extend shelf life

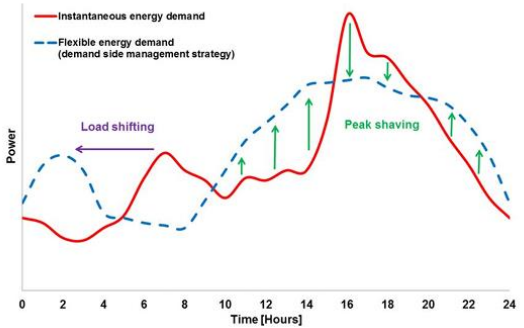
Idea #13 | **Rian Timmermans** & Jacqueline Berghout

WAGENINGEN
UNIVERSITY & RESEARCH

Food production is highly energy-intensive, especially in heating, cooling, and continuous processing. Due to grid congestion, companies are pushed to reduce or shift peak energy use through flexible contracts and off-peak transmission agreements. Irregular energy supply increases food-waste risks, particularly in cold chains, which are difficult to operate during off-peak hours without major process redesign or buffering capacity.

The project **SuperCool** explores practical ways to relieve grid congestion by using food products as energy buffers. When energy is abundant, products are cooled below 4 °C—without freezing and without compromising product quality—so they can serve as thermal buffers when energy is scarce. Storing products at lower-than-usual temperatures may also extend shelf life and reduce food loss and waste.

Expected results: insights into the temperature-buffering capacity of different food products, effects on product quality and shelf life, a cost-benefit analysis, and guidance on scalability and system-level application.



MICRO-DRY

MICRObial biomass **DRY**ing

Idea #14 | Joanne Siccama

WAGENINGEN
UNIVERSITY & RESEARCH

Microbial biomass is a promising protein source, but drying remains a major challenge. Existing drying methods are often energy-intensive, costly, and poorly suited to microbial biomass. More sustainable, scalable drying solutions are needed without compromising product quality.

Drying conditions and material feed properties (e.g. stickiness) strongly affect powder yield, flowability, rehydration, and functionality by influencing cell integrity and leading to protein denaturation. Furthermore, poor rehydration results in agglomerates with limited access to digestive enzymes and altered techno-functionality. The relationships between the drying process, biomass structure, and functionality are still not well understood.

This project aims to investigate concentration and drying strategies specifically for microbial biomass, aiming to reduce energy use and cost while producing stable, and functional microbial protein ingredients

Press2Food

New processing routes and supply chains for using press cakes for food

Idea #15 | Jacqueline Berghout, Ariette Matser and Atze Jan van der Goot (FPE)

WAGENINGEN
UNIVERSITY & RESEARCH

Press cakes from oilseeds are **high in protein and fibres**, **widely available** and currently mainly used for feed. Their **use for food is limited** by the presence of **minor components** that influence both **taste** and **nutritional quality** (anti-nutritional factors - ANFs). The value of press cakes can be enhanced by e.g. extracting protein components but involve **complex** and **energy intensive drying** techniques, **reduced functionality** and resulting in a byproduct.

The Press2Food project aims to develop **new processing routes** and **radically new supply chain designs** that enhance the potential use of underexploited press cakes for food by focussing on **reducing or removing** undesired components enabling enhanced **press cake use for food rather than purification of components**. Technical solution directions include scalable **technologies to reduce ANFs**, e.g. enzymatic, fermentation, heat treatment, and solvent extraction and technologies for stabilizing press cakes with improved functionality. The obtained materials will be coupled to product applications, creating new process chain designs.

UHT PREDICT

Predictive modelling of Stability of UHT Drinks

Idea #16 | **Panos Voudouris,** Marcel Meinders, Jack Yang (WU)

WAGENINGEN
UNIVERSITY & RESEARCH

Challenge

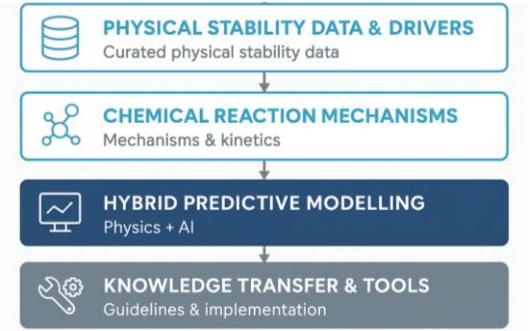
Physical stability in UHT dairy and plant-based drinks is difficult and costly to control as failures can only be detected after weeks or months of real-time storage, making both new product development and batch-to-batch quality prediction slow, uncertain, and inefficient.

Goal: Predict early in the shelf-life period the physical stability

Deliverables:

- Predictive stability models for UHT drinks
- Early-warning indications for UHT drink instability
- Industry-validated case studies

Approach



👉 Watch the recorded presentation here:
🎥 https://youtu.be/rklPZ1lXudY

Consumer-driven innovations for healthy, safe and sustainable food products

Project ideas:

17. **MouldGuard**: Predictive modelling to prevent mould spoilage in food and feed
18. **CREDO**: Repositioning Food Processing through Consumer Credentials, Communication Design and Outreach
19. **FlavourFeel**: Food & Emotion enhancement through Flavour
20. **CHEESE**!: Fermentation for improving taste and texture of plant-based cheese
21. **SATISFY-1**: Sustainable Appetite Tailored Innovations for GLP-1 RA users and the overweight population.
22. **BREAD2GAIN**: Leveraging wholemeal bread meals by consumer-driven approaches to support plant-based protein and fibre intake

This portfolio focuses on innovations that improve food quality, consumer acceptance and healthier dietary choices. The projects address topics such as spoilage prevention, consumer communication, sensory optimisation and nutrition for specific target groups. Together they support the development of foods that are attractive, trustworthy and aligned with future dietary needs.

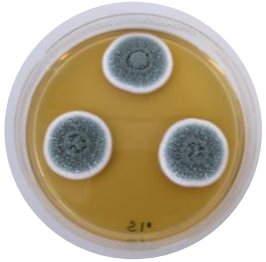
MouldGuard

Predictive modelling to prevent mould spoilage in food and feed

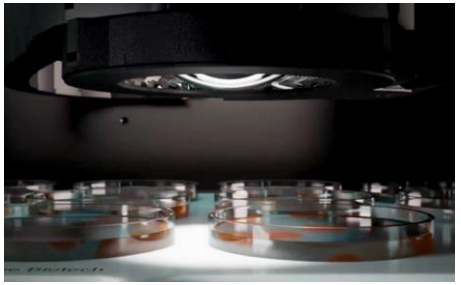
Idea #17 | Masja Nierop Groot

WAGENINGEN UNIVERSITY & RESEARCH

- **Mould spoilage** contributes significantly to **food losses** worldwide
- **Reduced use of fungicides** increases risk of fungal spoilage resulting in shorter shelf life
- Semi-moisture and acidic food and feed stuffs are highly susceptible to mould spoilage



MouldGuard aims to develop predictive models for mould growth that help to select best strategies including ingredients to optimize shelf life and reduce food/feed waste



Outcome:

- **Growth prediction models** for selected spoilage moulds validated in relevant matrices
- **Innovative high-through put method** to determine cardinal and MIC values for mould growth
- Dataset with **cardinal and MIC values of selected spoilage moulds and ingredients** including the impact of strain diversity

RESHAPE

CREDO

Repositioning Food Processing through Consumer Credentials, Communication Design and Outreach

Idea #18 | Dieuwerke Bolhuis

WAGENINGEN
UNIVERSITY & RESEARCH

Industrially processed foods account for up for the majority of the household groceries, yet consumer mistrust and confusion are rising. Deep insights into what drives consumer trust, acceptance, and engagement with processed foods allow companies to create targeted messages, refine product design, and guide innovation strategies in ways that resonate with consumers' attitudes, needs and expectations. Therefore, bridging this gap between food producers and consumers is essential to rebuild trust, enable informed choices, and accelerate healthy and sustainable food innovations.

In PPP CREDO, we aim to deliver:

- Insights into key consumer misconceptions, attitudes, and information needs;
- Most effective communication styles and sources
- Holistic behavioral responses and acceptance to different communication concepts tested with your products;
- Clear, evidence-based guidelines for credible communication about food processing.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/x0czhW1gonM

FlavourFeel

Food & Emotion enhancement through Flavour

Idea #19 | Eirini Pegiou

WAGENINGEN
UNIVERSITY & RESEARCH

Consumers increasingly (~40% globally in 2025) **turn to food to seek comfort, boost energy, manage focus,** and regulate their mood. **Flavour** now acts as a **signal of positive emotional state**.

Although flavour is the **key decision factor for consumers**, relevant published studies or databases often focus only on specific taste perceptions like sweetness or bitterness, neglecting **aroma which is the most relevant factor impacting flavour** perception. Additionally, published studies often use only explicit measurements (self-report) to record the emotional response during consumption.

With FlavourFeel, we aim to use our strong expertise in consumer behavioural responses and in flavour analytics towards bridging the gap between analysis and sensory perception, and combine the potential of **both explicit and implicit measurements for emotional responses**.

FlavourFeel aims to **build a science-based framework linking flavour attributes to emotional responses** across the consumer journey, enabling industry to design emotionally meaningful, flavour-driven products.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/gbX9xQFa5sY

CHEESE!

Fermentation for improving taste and texture of plant-based cheese

Idea #20 | Laurice Pouvreau

WAGENINGEN
UNIVERSITY & RESEARCH

Reducing reliance on animal derived foods is widely recognised as an effective strategy to lower greenhouse gas emissions, decrease pressure on our food systems and support more resilient food systems. In this shift, plant-based cheeses play an important role. However, developing plant-based cheese alternatives that meet both nutritional quality and consumer expectations remains a complex challenge. Efforts to increase nutritional quality often focus on raising the protein content of plant-based cheeses. However, higher protein levels influence key product attributes negatively: Texture and taste.

Solution: Targeted fermentation to:

- reduce off-notes and generate dairy-like flavour molecules improving authenticity of cheese flavour profiles.
- Improve textural properties relevant for final application

👉 Watch more detailed information here:
🎥 https://youtu.be/PT9QzL8LGI8

SATISFY-1

Sustainable Appetite Tailored Innovations for GLP-1 RA users and the overweight population

Idea #21 | **Karen de Rosa Spierings**, Dieuwerke Bolhuis

WAGENINGEN
UNIVERSITY & RESEARCH

With over half of adults overweight and GLP-1 use rising rapidly, GLP-1 users have become a major consumer group. While these therapies reduce food intake, we still know little about how they alter preferences for aroma, taste, flavour and texture. Reduced intake increases the risk of nutrient deficiencies. Current dietary advice is generic and not evidence-based. This highlights the need for food and dietary guidance tailored to the sensory and nutritional needs of GLP-1 users to stimulate adequate intake, alongside differentiated strategies for the broader overweight population that focus on moderating intake.

Expected outcomes:

- Sensory perception, preferences and dietary patterns of GLP-1 users vs. overweight control group.
- Insights into conscious and unconscious responses to food cues among GLP-1 users and overweight controls.
- Food design guidelines and tools for developing nutritionally adequate, attractive foods for GLP-1 users.

👉 Watch the recorded presentation here:
🎥 https://youtu.be/zDcEykGdp8g

BREAD2GAIN

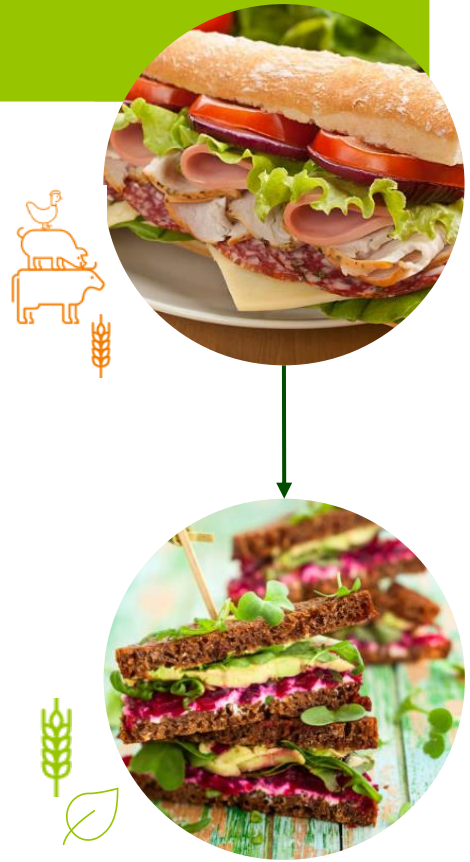
Leveraging wholemeal bread meals by consumer-driven approaches to support plant-based protein and fibre intake

Idea #22 | Ireen Raaijmakers, **Dieuwerke Bolhuis**

WAGENINGEN
UNIVERSITY & RESEARCH

Wholemeal bread is a powerful, yet underused, vehicle for healthier and more sustainable diets. **Fibre** intake remains too low, and a shift towards more **plant-based proteins** is necessary. Wholemeal bread is a major source of these nutrients and plays a major **cultural and nutritional role** in the Dutch eating habits. Bread meals can enhance or reduce the nutritional and sustainable impact of the diet and therefore provides ample opportunities to contribute to this shift. **Wholemeal broad occasions received little attention so far**, consumer choice is limited (out-of-home) and insights in consumer drivers and barriers are **lacking**.

BREAD2GAIN aims to uncover how consumers and chain actors perceive wholemeal bread concepts across settings, and to identify strategies that increase the appeal, availability and selection of wholemeal bread. Using co-creation, sensory evaluation, real-life settings and implementation strategies, we collaborate with stakeholders to develop concepts that **fit consumer need**s and align with the capabilities of chain actors.



👉 Watch the recorded presentation here:
🎥 https://youtu.be/nmRm21wia0I

Public-Private-Partnerships in general
Subsidy conditions

- The above-described projects are being developed for application to the TKI subsidy, a Dutch governmental program sponsoring applied research. Each project requires at least one Dutch company partner, but additional partners from abroad are welcome to join.
- Granted projects receive 50% subsidy funding. The other 50% is contributed by industry partners, of which up to half (25% of total) may be in-kind.
- TKI projects typically have a running time between 2 and 4 years.

Public-Private-Partnerships in general
Expected contribution

- Total project budgets are typically between 0.8 and 2.0 M€.
- Participation costs per partner range from 20-50 k€ cash per year, with exceptions for small and medium enterprises (SME).
- Partners also contribute in-kind through participation in project meetings, contribution of materials, and/or performance of own experimental work.

Public-Private-Partnerships in general
Timelines

- 1 April 2026 the TKI call will be published. The full call text will become available online.
- Partners are kindly requested to express their interest in joining proposals prior to 1 July 2026, at which time a selection will be made of proposals with sufficient support to continue.
- The deadline for full proposal submissions is 1 September 2026. At this time partner commitment must be firm.
- Early November 2026, consortia are notified if they have received the subsidy grant. Upon notification, the contracting phase starts.
- Projects kick-off as soon as contracting is completed (deadline: 1 April 2027).

Public-Private-Partnerships in general
Contracting terms

The IP terms for a PPS consortium are governed by European state aid regulation. As specified on the TKI site, the consortium agreement template is mandatory and IP terms will not be modified. Parties engaging are advised to check the terms well in advance. For your convenience, the main concepts are summarized below:

- Foreground developed in the project accrues to the inventing party, most frequently the executing knowledge institute(s).
- Industry partners co-financing the consortium receive the right to apply non-protected Foreground directly and the first right to license any resulting protected Foreground (IP) for their field of use.
- Projects receiving subsidy are obliged to publish part of the results. A project steering committee with one representative per partner governs publication of project results.

We look forward to collaborating!

For more information on any of these initiatives,
please contact Joost Blankestijn (joost.Blankestijn@wur.nl) or
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or have a look at our website (updated in April ‘26):

www.wur.eu/call-for-partners