



TRansition paths to sUustainable  
legume-based systems in EEurope

## Legumes in food service

Karen Hamann,  
IFAU Institute for Food Studies  
Denmark

---

Budapest, September 12, 2018





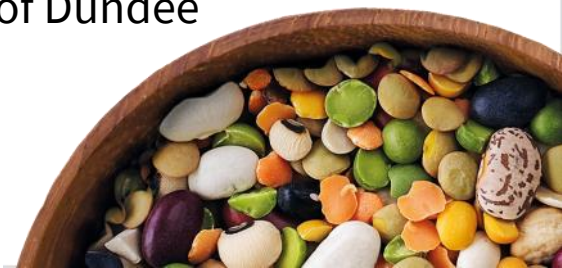
# Introducing IFAU

Private company based in Denmark, established in 1982

Core business: Market research and business development

- Focus on agri-food sector and related sectors (bio-based, technologies)
- Supply chains and markets
- Organic food
- Food technology
- Trade (B2B and B2C)

Background: M.Sc. Agriculture from University of Copenhagen and now studying for a PhD in Management studies with the University of Dundee and the James Hutton Institute in Scotland





## What is food service ?

**All the meals consumed outside home in public and private sector outlets such as:**

Hospitals and institutions

Armed forces, prisons, government buildings

Kindergartens, schools, universities etc.

Canteens in workplaces

Fast food outlets and snack bars

Restaurants

Meals provided for travellers  
and on-the-go





## Why take interest in food service?

- One in four meals are eaten outside home
- Ageing society and longer working hours stimulate growth
- More than 33 billion meals per year in public food service in EU countries
- More than 25 % of the food consumed in Denmark is provided by food services
- The food service plays a strong role for educating consumers
- Providers of food (public) services have a responsibility for ensuring proper nutrition
- Food service sets the trends for new food items and menus





## Consumer trends in the Nordic countries

	Denmark	Sweden	Finland
Have you reduced meat consumption?	60 % Yes	60 % Yes	50 % Yes
Did you have a meat-free day last week?	60 % Yes	66 % Yes	42 % Yes
Why?	Economy	Environment	Environment
Do you eat more organic food?	40 % Yes	40 % Yes	20 % Yes







## Canteens in workplaces for setting the trends

Canteens in premium-business segment => strong impact on food trends

Canteen services are important for attracting talents to the company

Interesting and innovative menus, healthy and seasonal ingredients

Vegetables and pulses enjoying a more profound role in hot and cold foods





## What does this mean for peas, beans, etc?

Salad bars create growing demands

Experimental cooking with inspiration from Middle Eastern and Mediterranean cuisines

Increasing array of meat-free options

Dairy alternatives are becoming mainstream





# What kind of products are in demand by the professionals?

Seasonal fresh produce – cut and ready-to-use

Pre-cooked dried pulses

Ready-to-use hummus, falafel and veggie-steaks

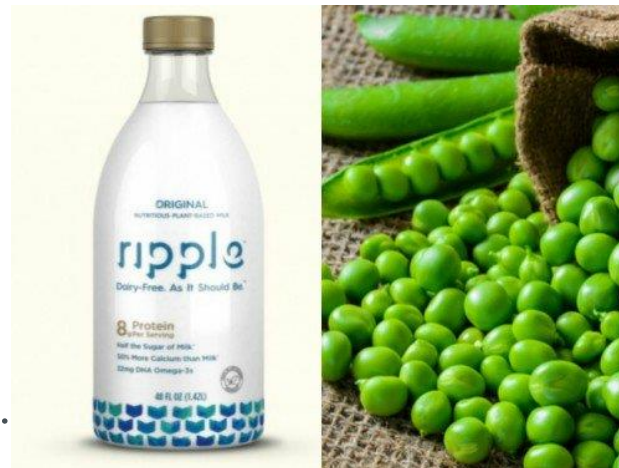
Frozen peas and beans

Ready meals with pulses (soups, stews, fillings etc.)

Innovative legume-based products

Vegan options

Dairy alternatives







# Targeted communication to the food service professionals

## BØNNETIDER I DET PROFESSIONELLE KØKKEN



### SMÅ PROTEINBOMBER

Vegetarisk protein er en af tidens helt store food-trends. Kombineret med kravet om mere økologi og flere grønne serveringer i din café, restaurant, eller kantine, er Beauvais' brede sortiment svaret på dine bønner.

### 8 UD AF 10 ER ØKOLOGISKE

Bønner, linser og kikærter fra Beauvais kræver ingen iblødsætning. De er klar til brug direkte fra dåsen. Sortimentet fås i forskellige varianter, hvoraf 80 % er økologiske. Alle vores dåser har easy-open låg og er naturligvis fri for bisphenol A (BPA).



EASY-OPEN  
KLAR TIL  
BRUG DIREKTE  
FRA DÅSEN



Tilmeld dig nyhedsbrevet og download vores nye opskriftsfolder på [FoodAppeal.dk](http://FoodAppeal.dk)



[Foodappeal.dk](http://Foodappeal.dk)  
en del af Orkla Foods Foodservice

 **Orkla**  
Foods Danmark



# Pulses ARE relevant for fast food chains – look to Sweden



McDonalds Sweden launch of veggie-burger in 2017, Stockholm and Helsinki

Max Hamburgers (100 restaurants in Sweden) introduces 4 new veggie burgers







# Flexitarian and vegan - options in the restaurant scene?

Today, 540,000 in the UK are flexitarians in contrast to 150,000 in 2008;

Options to choose from pescatarian, vegetarian, vegan menus;

Restaurants offering meat-free dining now in the TOP-100 of the British restaurant scene

Vegan chained restaurants starting to appear: Universo Vegano in Italy





# Do not overlook traditional food – without the vegetables or pulses these dishes are not “as they should be”

Fish and chips with mushy peas



Ham and stewed vegetables



Chilli con carne







## What do trends mean for pulses in professional kitchens

Need for products that fit the routines of the restaurant kitchens =>

Precooked canned or dried products

Training of food professionals in cooking with legumes

Testing arena for innovative products



# Food service plays a strong role for educating consumers and stimulating demand



Consumers are eating more meals outside home and demand meat-free alternatives, consumers are curious people:

⇒ A growing interest in trying dishes with pulses

Restaurants and canteens provide ideas and inspiration of new foods

⇒ Food service outlets play a strong role for awareness raising and “consumer courage” with new foods

Traditional dishes made with peas, beans and other pulses deserve attention and form a solid basis in many cuisines

⇒ Interest in pulses can stimulate a revival of traditional cuisines





# Thank you for your attention

Karen Hamann

IFAU Institute for Food Studies &  
Agri Industrial Development

Tel: +45 45 57 05 82

[www.ifau.dk](http://www.ifau.dk)





## General contact information

Website: [www.true-project.eu](http://www.true-project.eu)

Email: [info@true-project.eu](mailto:info@true-project.eu)

Facebook/Twitter: [@TrueLegumes](https://www.facebook.com/TrueLegumes)



**TR**ansition paths to **sU**stainable legume-based systems in **E**urope (**TRUE**) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727973

