

CORPORATE
ENTREPRENEURSHIP & DESIGN

Meat alternatives

Valio MiFU
Gold&Green Pulled Oats

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FOOD AND MEGATRENDS

NEED FOR MORE SUSTAINABLE PROTEIN-RICH
FOOD



Climate Change

Meat production is a major contributor to global warming.



Vegetarianism

Veganism and flexitarianism rising to reduce meat consumption.



Health-consciousness

Diet must provide enough protein even without meat.





Valio (MiFU)

LEADING FINNISH DAIRY PROCESSOR

- Founded 1905
- Owned by Finnish milk farmers
- Processes 85% of milk, biggest food exporter
- Milk, cream, cheeses, yoghurts, ice cream, snacks...
- 2016-: MiFU meat alternative range
- Bird in hand: MiFU made from milk



GOLD & GREEN[®]

OF HELSINKI

CREATOR OF PULLED OATS

- Founded in 2015
- Design-based company, Founder Maija Itkonen from IDBM
- First Pulled Oats products launched May 2016
- 51% owned by Paulig Group since 2016
- Crazy Quilt: Utilizing Paulig infrastructure



THE EXPANSION OF THE VALIO MIFU PRODUCT LINE



2016



2017



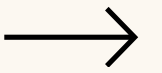
2018



2020

PULLED OATS

PLATFORM FOR PROTEIN-RICH FOOD PRODUCTS



2016



2017



2018



2020



PACKAGE DESIGN



THE FIRST PACKAGE

- More complex
- Patterns and instructions

Source: (STTinfo.fi, 2016)



THE SECOND PACKAGE

- Simple
- Less pattern and text
- No instructions



Source: (valio.fi, 2020)



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PULLED OATS

THE FIRST PACKAGE

- Plain and simple
- Less colour
- Says "Gold&Green" on the lid

Source: (Karjalainen.fi, 2016)



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PULLED OATS

THE SECOND PACKAGE

- The lid says "Pulled oats"
- More colour

Source: (IS.fi, 2016)



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PULLED OATS

THE THIRD PACKAGE

- The so-called "Tiger mom" package
- Colorful
- Lid has different shape
- More see through design

Source: (goexplorer.org, 2019)

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PULLED OATS

THE FOURTH AND CURRENT PACKAGE

- Beige and natural colour
- Sustainability slogans
- New Gold&Green logo

Source: (Gold and Green Foods, 2020)





FUTURE DIRECTIONS



CO2 NEUTRAL MILK

- Milk CO2 neutral by 2035
- Biogas collection, carbon sink fields
- Farm consolidation

TRANSITION TO PLANTS

- Help farmers become oat or bean producers
- More plant-based products



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FITNESS SISTER BRAND

- Oat-based protein shakes & powders
- Protein bars
- Maybe branded gyms too?

SUSTAINABLE PACKAGING

- Packaging for food or other products
- Made of oat hulls or hay fiber
- Sell or license to other companies

Thanks!

Questions?

