

JUELSMINDE, DENMARK, 9<sup>TH</sup> OCTOBER 2019

## **Palsgaard: Sustainability is increasingly important in MEASA**

Demand for sustainably produced food products will increase in the MEASA region (the Middle East, Africa and South Asia), according to emulsifier specialist Palsgaard.

Research has shown that 88% of consumers in Africa and the Middle East expect companies to care about the environment.<sup>1</sup> Another significant trend in many of the region's countries is the emergence of young, middle class consumers with a global outlook.<sup>2</sup>

Palsgaard, which will showcase its range of sustainably produced emulsifiers at Gulfood Manufacturing (29<sup>th</sup> to 31<sup>st</sup> October in Dubai), predicts that these trends will increase demand for food products made with sustainably produced ingredients.

Cai Christensen, Director Sales – MEA at Palsgaard, said: "As markets in the MEASA region develop, and concern about climate change grows, demand for sustainability will rise. Consumers will increasingly evaluate brands on their ethical credentials and choose products produced by companies who demonstrate real concern for the environment. Manufacturers who are able to anticipate and meet this demand will gain a competitive edge."

Earlier this year, Palsgaard announced that it had reached its goal of completely carbon-neutral production, reducing its net carbon emissions from 12,029 tonnes in 2010 to zero in 2018. It is the world's only commercial source of fully sustainable emulsifiers based on RSPO SG-certified palm oil and produced in CO<sub>2</sub>-neutral factories.

Palsgaard will exhibit at Gulfood Manufacturing (Hall Shk Saeed 2 Stand S2-E5). Products on show will include powdered whipping-active cake emulsifiers for bakery, as well as plant-based emulsifiers for dairy, confectionery, margarine and condiments.

1) Nielsen, 2018

2) Gulfood, Global Industry Outlook Report, 2019

### **About Palsgaard**

Emulsifier specialist Palsgaard helps the global food industry make the most of the ability to mix oil and water.

Thanks to the company's specialized emulsifiers (and emulsifier/stabilizer systems), bakery, confectionery, condiments, dairy, ice cream, margarine and meat producers can improve the quality and extend the shelf-life of their products. Just as importantly, they can produce better-for-you products with improved taste, mouthfeel and texture while using less resources.

Since its founder Einar Viggo Schou invented the modern plant-based food emulsifier in 1917, Palsgaard has offered the industry know-how and innovation. From its six application centers

around the world Palsgaard's experienced food technologists help manufacturers optimize existing recipes and develop delicious products with better nutritional profiles.

Palsgaard helps manufacturers meet consumer and regulatory demands for greater responsibility, helping them grow and protect their brands. It is currently the world's only commercial source of fully sustainable, emulsifiers based on RSPO SG-certified palm oil and produced by CO<sub>2</sub>-neutral factories in Denmark, the Netherlands, Mexico, Brazil, China and Malaysia. The company's products are non-GMO, and meet halal and kosher requirements.

In addition to its food emulsifiers, Palsgaard supplies the polymers industry with a series of plant-based polymer additives, which are particularly suited for preventing fogging and dust on plastic packaging.

Palsgaard is owned by the Schou Foundation and has 549 employees across 16 countries. Its turnover in 2018 was 211 million USD (1.4 billion DKK) with products sold to more than 120 countries.

For more information please contact:

Mette Dal Steffensen, Senior Marketing Specialist, Palsgaard A/S  
[mds@palsgaard.dk](mailto:mds@palsgaard.dk) | +45 2073 4534

or

Steve Harman, Account Director, Ingredient Communications  
[steve@ingredientcommunications.com](mailto:steve@ingredientcommunications.com) | + 44 (0)7538 118079