

# Food innovation partners

## Research and development project

### V.RMH.2400 – Market validation of functional beverages containing collagen peptides from Australian sheep

#### Process

Hydrolysis, red meat drying (OTH proprietary process), milled powder.

#### Summary

Driven by their functional attributes, nutritional drinks and performance drinks are gaining a larger market share of the overall health beverage category, which also includes sports drinks and weight loss drinks. Nutritional and performance drinks are becoming an increasingly popular supplement option due to evolving dietary habits of on-the-go consumers and positive functional attributes.

Whilst there is a new category in the Australian market, previous consumer research conducted in the USA market told us:

- 35% of US Consumers state their busy lifestyles make it hard to take care of themselves
- 39% of consumers use nutritional and performance drinks as a replacement for breakfast
- 58% of consumers currently use nutritional and performance drinks as a meal replacement
- 48% consume them as part of a meal.



In addition, seven in 10 (69%) consumers agree that nutritional and performance drinks are a more effective source of nutrients, and more convenient (79%) than whole foods.

New Me Co are developing a range of functional beverages that contain Australian collagen peptides manufactured in Australia which have proven scientific effect on collagen formation in the skin dermis and within joints.

#### Outcomes

As part of this ongoing project, the New Me Co range of functional beverages contains 2.5g of ovine collagen in each bottle. With 791g of collagen able to be harvested from a typical 4kg pelt, that equates to 316 bottles of functional beverage per animal.

MLA has been actively exploring the collagen ingredient market and for alternative solutions of cattle and sheep hides and skins.



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the QR codes

The range is set out to initially capture 10% of the Australian collagen drinks market with the demand for Australia's "clean green" collagen sources capturing some of this domestic and international demand which will ultimately result in increasing returns to producers.

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MLA acknowledges the funds provided by the Australian Government to support the research and development detailed in this factsheet.