

COLOURS AND FLAVOURS PRODUCTION VIA PLANT BIOTECHNOLOGY

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a plant biotechnology company engaged CPL Business Consultants to find opportunities in ingredient production, e.g. colours and flavours. CPL gave strategic advice on relevant opportunities and, through its extensive networks, introduced the client to a number of potential partners.

The objective was to assist the client in utilising its gene discovery and plant biotechnology capabilities, for example, by helping develop commercially relevant research collaborations with industry players in the food, feed, cosmetics and/or pharmaceutical industries.

Previously, the client had applied its integrated gene discovery platforms to new products and had invested substantially in developing these technologies. It wanted to identify interested parties, and therefore CPL assisted by introducing its resources and capabilities to potential partners. CPL also supported the client's longer-term plans by providing an understanding of its target sectors through a review of the food, feed and nutraceuticals/botanical sectors.

Click here for a PDF of [the contents of the study](#), or otherwise, look below for an outline.

COLOURS AND FLAVOURS PRODUCTION VIA PLANT BIOTECHNOLOGY

Executive Summary

- Objective
- Method
- Principal Findings
 - Food Ingredients
 - Animal Feed Ingredients
 - Nutraceuticals, Functional Foods & Dietary Supplements
 - Cosmetics
 - Contacts and Potential Partners
- Conclusions
- Recommendations

Food Ingredients & Additives Market

- Players, Market Share and M&A Activity
- Markets *e.g.*:
 - Hydrocolloids
 - Colours
 - Flavours and Fragrances

Animal Feed Additives Market

- Vitamins
- Enzymes
- Direct Fed Microbials (Probiotics), Acidifiers and Essential Oils

Nutraceuticals, Functional Foods and Cosmetics

- Functional Foods
- Over The Counter (OTC) / Dietary Supplements (VMS)
- Cosmetics
- Cosmeceuticals
- Pharmaceuticals

Contact Reports

77 companies potentially interested in production using plant biotechnology *e.g. in:*

- Food / Food Ingredients
- Animal Feed Additives
- Nutraceuticals, Health Ingredients and Botanicals
- Cosmetics

CPL has worked on other similar projects in plant biotechnology, for example, for example on a [business model for a gene discovery company](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).