



Plant Power Sources and Extra Material Guide

Document structure

1. Sources used in Modules 1-6
2. Extra material by country: Ireland, Slovakia, Denmark, Spain and Greece
3. Wider European and International examples

Sources Used in the Bite-sized Modules

These are the core media pieces, case studies and source examples already used inside the six bite-sized Plant Power learning modules.

Module 1: Innovation and Digital Tools for Plant-Based Food Businesses

Source / Example	Country	Source type / use	Link
UCD School of Agriculture and Food Science - AgriFood Matters Podcast Series	Ireland	Podcast / media example	Open link
Teagasc - Plant-Based Protein: Yes, You Can!	Ireland	Video example	Open link
Plant Jammer	Denmark	Digital recipe technology example	Open link
Aristi Quinoa	Greece	Traceability example	Open link
Vacka	Spain	Digital selling / vegan cheese example	Open link

Module 2: Adding Value Through Processing and Product Improvement

Source / Example	Country	Source type / use	Link
Hiperbaric	Spain	High Pressure Processing / shelf-life technology	Open link
Alpha Gefsi	Greece	Traditional Mediterranean plant-based food production	Open link
Lunter	Slovakia	Plant-based spread / shelf-life and labelling example	Open link
Bord Bia Thinking House	Ireland	Consumer insight and market intelligence platform	Open link



Module 3: Creating Plant-Based Products for Retail and Everyday Use

Source / Example	Country	Source type / use	Link
Oatly	Sweden	Retail positioning and customer promise example	Open link
Huercasa	Spain	Ready-to-use vegetable products example	Open link
Orkla Foods Danmark	Denmark	Packaging and convenience food products example	Open link
Nutree	Greece	Plant-based snacks and retail communication example	Open link
Wild Souls	Greece	Product story, branding and shelf appeal example	Open link

Module 4: Using Local Ingredients to Build Stronger Plant-Based Food Products

Source / Example	Country	Source type / use	Link
Nobó	Ireland	Dairy-free dessert / local ingredient identity example	Open link
Vegget Microfarm	Slovakia	Local supply and ingredient journey video example	Open link
Ikaria seasonal plant-based eating	Greece	Seasonal and regional food culture example	Open link
POSEIDONA	Spain	Recovered seaweed ingredients and sustainable food systems example	Open link



Module 5: Using Plant Power to Build a More Sustainable Food Business

Source / Example	Country	Source type / use	Link
Nordic Harvest / Reuters	Denmark	Vertical farming and resource-efficient production example	Open link
FoodCloud	Ireland	Food waste and surplus redistribution example	Open link
Interview with Eleni Nikolopoulou / Nikolopoulou Foods	Greece	Circular economy and sustainable sourcing interview	Open link
The Organic Centre	Ireland	Sustainable food education and organic growing example	Open link

Module 6: Creating Plant-Based Menu Opportunities for Your Food Business

Source / Example	Country	Source type / use	Link
Bord Bia - A Look at Dietary Lifestyles 2021	Ireland	Dietary lifestyle and flexitarian demand article	Open link
Baka d'Busk	Denmark	Plant-based menu design and eating habits video example	Open link
Green Beat	Spain	Flexible plant-based snack and ingredient example	Open link
Heura Foods	Spain	Clear menu communication and familiar product formats example	Open link



Extra Material by Country

The extra material below can be used as optional reading, watching, listening or additional case-study material. It is grouped by country first and then organised by material type.



Ireland

Material type	Module	Extra material / source	Link	Brief explanation
Article	Module 6: Plant-Based Menu Opportunities	Bord Bia: A Look at Dietary Lifestyles 2021	Open link	Extra reading: flexitarian, vegetarian and plant-based dietary trends.
Article / case study	Module 3: Retail-Ready Plant-Based Products	Enterprise Ireland: Drumshanbo Food Hub and Leitrim Food Enterprise Zone	Open link	Extra reading: innovation infrastructure, scaling and support for food SMEs.
Case study	Module 4: Local Ingredients and Regional Sourcing	Nobo dairy-free desserts	Open link	Extra example: plant-based desserts, simple ingredients and brand identity.
Learning platform	Module 6: Plant-Based Menu Opportunities	Bord Bia Learning Zone	Open link	Extra resource: product development, customer insight, foodservice and retail-readiness supports.
Podcast	Module 1: Innovation and Digital Tools	AgriFood Matters podcast episode on resilient, sustainable and local crop production	Open link	Extra listen: crop innovation, oats, local supply and economic sustainability.
Podcast	Module 6: Plant-Based Menu Opportunities	GIY Ireland Food Matters podcast	Open link	Extra listen: sustainable food systems, entrepreneurship and customer behaviour.
Product page	Module 6: Plant-Based Menu Opportunities	McDonalds Ireland McPlant	Open link	Extra example: mainstream food-service adoption of plant-based menu items.
Video	Module 1: Innovation and Digital Tools	Teagasc video on Irish beans with Charles Smyth and Phelim McDonald	Open link	Extra watch: plant-based protein crops, soil health and farm-level innovation.
Video	Module 3: Retail-Ready Plant-Based Products	Irish-led video on developing plant-based food products	Open link	Extra watch: product development, processing, sensory quality and consumer appeal.
Video	Module 5: Sustainable Food Business	Teagasc / Protein-I video on plant-based product development	Open link	Extra watch: plant protein innovation, food research and sustainable product development.
Webinar / Video	Module 2: Adding Value to Plant-Based Products	Bord Bia sustainability strategy for Irish food	Open link	Extra watch: sustainability, innovation and consumer trust in food systems.



Spain



Material type	Module	Extra material / source	Link	Brief explanation
Article	Module 1: Innovation and Digital Tools	Vegan and plant-based food social media marketing campaigns	Open link	Extra reading: digital marketing and awareness-building for plant-based brands.
Company / project example	Module 4: Local Ingredients and Regional Sourcing	POSEIDONA recovered seaweed ingredients	Open link	Extra example: underused ingredients, seaweed and sustainable ingredient innovation.
Company example	Module 2: Adding Value to Plant-Based Products	Molendum Ingredients	Open link	Extra example: ingredient development and food-sector formulation support.
Company example	Module 2: Adding Value to Plant-Based Products	Pharmadus Botanicals expertise and quality audits	Open link	Extra example: supplier selection, quality control and traceable plant ingredients.
Company example	Module 3: Retail-Ready Plant-Based Products	Huercasa ready-to-use vegetable products	Open link	Extra example: convenience, retail readiness and vegetable-based product positioning.
Company example	Module 5: Sustainable Food Business	Heura Foods	Open link	Extra example: mission-led plant-based business and food system change.
Company example	Module 6: Plant-Based Menu Opportunities	Green Beat pistachio-based brand	Open link	Extra example: flexible plant-based snack and ingredient opportunities.
Local example	Module 1: Innovation and Digital Tools	Natursnack plant-based healthy snack company	Open link	Extra example: plant-based snack development and product positioning.
Video	Module 4: Local Ingredients and Regional Sourcing	Uploaded extra video on local ingredients or food sourcing	Open link	Extra watch: local or regional plant-based food example.
Video	Module 6: Plant-Based Menu Opportunities	Uploaded video on plant-based food service or menu opportunities	Open link	Extra watch: food-service or plant-based menu example.



Greece



Material type	Module	Extra material / source	Link	Brief explanation
Article	Module 4: Local Ingredients and Regional Sourcing	Ikaria seasonal plant-based eating and local ingredients	Open link	Extra reading: seasonal Mediterranean ingredients and regional food culture.
Case study	Module 2: Adding Value to Plant-Based Products	Violife and the global plant-based cheese market	Open link	Extra reading: plant-based cheese category growth and product positioning.
Company example	Module 3: Retail-Ready Plant-Based Products	Nutree plant-based snacks	Open link	Extra example: clean labelling, retail packaging and customer-ready products.
Company example	Module 3: Retail-Ready Plant-Based Products	Wild Souls plant-based nut butter brand	Open link	Extra example: branding, packaging, shelf appeal and export-oriented positioning.
Interview	Module 5: Sustainable Food Business	Eleni Nikolopoulou, Nikolopoulou Foods	Open link	Extra reading: circular economy, food waste reduction and local producer collaboration.
Local example	Module 1: Innovation and Digital Tools	Aristi Quinoa sustainability and QR-code traceability	Open link	Extra example: transparent sourcing and traceability from field to shelf.
Podcast	Module 5: Sustainable Food Business	Food Waste Warriors podcast	Open link	Extra listen: sustainability and food waste reduction. Note: listed as Greek-language only.
Recipe examples	Module 6: Plant-Based Menu Opportunities	10 Plant-Based Greek Recipes	Open link	Extra reading: naturally plant-based Greek recipes and menu inspiration.
Video	Module 6: Plant-Based Menu Opportunities	Olive Oil in the Mediterranean, Plant-Forward Kitchen	Open link	Extra watch: Mediterranean plant-forward food systems and menu inspiration.



Denmark



Material type	Module	Extra material / source	Link	Brief explanation
Knowledge centre	Module 1	Plantebaseret Videnscenter / Plant-based Centre of Knowledge	Open link	Extra example of research, trials and knowledge-sharing for plant-based and organic food systems.
Company example	Module 3	Naturlig Foods plant-based product range and environment messaging	Open link	Extra example of consumer-friendly plant-based product positioning and sustainability communication.
Article	Module 3	Food Nation: Innovative Denmark can deliver plant-based products	Open link	Extra reading on Danish plant-based product innovation and alternative proteins.
R&D / innovation	Module 4	SEGES Innovation – Plant-based foods	Open link	Extra source on Danish plant-based value chains from farm to fork.
Policy / action plan	Module 5	Danish Action Plan for Plant-Based Foods	Open link	Extra reading on Denmark’s national approach to plant-based food systems, crops and proteins.
Funding programme	Module 5	The Plant-Based Food Grant	Open link	Extra reading on public support for Danish plant-based value-chain development.
Podcast	Module 5: Sustainable Food Business	Food Waste Warriors podcast	Open link	Extra listen: sustainability and food waste reduction. Note: listed as Greek-language only.
Recipe examples	Module 6: Plant-Based Menu Opportunities	10 Plant-Based Greek Recipes	Open link	Extra reading: naturally plant-based Greek recipes and menu inspiration.
Video	Module 6: Plant-Based Menu Opportunities	Olive Oil in the Mediterranean, Plant-Forward Kitchen	Open link	Extra watch: Mediterranean plant-forward food systems and menu inspiration.



Slovakia



Material type	Module	Extra material / source	Link	Brief explanation
Material type	Module	Extra material / source	Link	Brief explanation
Company story	Module 1	The New Originals – Lunter brand story	Open link	Extra example of how a Slovak tofu producer grew from a local family business into a wider plant-based food brand.
Company example	Module 2	Lunter / Alfa Bio plant-based tofu and spreads	Open link	Extra example of Slovak plant-based processing, tofu products and everyday retail positioning.
Company profile	Module 2	Alfa Bio profile – Best Slovak Food	Open link	Extra reading on tofu, chilled plant-based spreads, European soya and private-label product development.
Video	Module 4	Vegget Microfarm, Bratislava	Open link	Extra watch for ingredient mapping, local supply and seasonal vegetable production.
Video	Module 4	Alfa Bio and certified Donau Soja tofu production	Open link	Extra watch for sourcing, traceability and European soya supply.
Product example	Module 6	Lunter French Spread	Open link	Extra example for plant-based menu use, spreads, snacks and familiar customer formats.
Recipe examples	Module 6: Plant-Based Menu Opportunities	10 Plant-Based Greek Recipes	Open link	Extra reading: naturally plant-based Greek recipes and menu inspiration.



Wider European examples



Country / region	Material type	Module	Extra material / source	Link	Brief explanation
Italy / Europe	Article	Module 6: Plant-Based Menu Opportunities	Good Food Institute Europe: Italian government and meaty terms	Open link	Extra reading: naming rules and consumer communication for plant-based products.
Italy / Europe	Article	Module 6: Plant-Based Menu Opportunities	Good Food Institute Europe: Italy bans cultivated meat	Open link	Extra reading: regulation, innovation and plant-based/cultivated food policy.
Europe	Article	Module 6: Plant-Based Menu Opportunities	Green Queen: French veggie burger labelling ban rejected	Open link	Extra reading: plant-based product naming and labelling debates.
Europe	Article	Module 6: Plant-Based Menu Opportunities	The Eco Experts: Vegetarian-friendly countries in Europe	Open link	Extra reading: wider European market context.
Switzerland / Europe	Case study	Module 6: Plant-Based Menu Opportunities	Haus Hiltl, oldest vegetarian restaurant	Open link	Extra example: long-running vegetarian food-service model.
European / Project	Guide	Module 4: Local Ingredients and Regional Sourcing	Plant Power Good Practice Guide to Plant-Based Entrepreneurship	Open link	Extra reading: entrepreneurship and plant-based SME development.
Switzerland / Europe	Video	Module 6: Plant-Based Menu Opportunities	Haus Hiltl case-study video	Open link	Extra watch: vegetarian restaurant history and food-service model.



International examples



Country / region	Material type	Module	Extra material / source	Link	Brief explanation
International	Article	Module 1: Innovation and Digital Tools	Forbes article on digital transformation reshaping agriculture	Open link	Extra reading: digital transformation, agriculture and technology-led competitiveness.
International	Article	Module 3: Retail-Ready Plant-Based Products	Biodegradable paper and plastic packaging market sizing	Open link	Extra reading: packaging trends and sustainable materials.
International	Article	Module 4: Local Ingredients and Regional Sourcing	Plant-based food supply chains and pea protein market feasibility	Open link	Extra reading: raw material selection, technical performance, logistics and feasibility.
International	Article	Module 5: Sustainable Food Business	Development of a new plant factory concept with sustainable water and energy supply	Open link	Extra reading: sustainable plant production, water and energy systems.
International	Article	Module 6: Plant-Based Menu Opportunities	PCRM: vegan diet and environment	Open link	Extra reading: environmental case for plant-based diets.
International	Article	Module 6: Plant-Based Menu Opportunities	Restaurantware: presentation tips for plant-based dishes	Open link	Extra reading: menu presentation and food-service customer appeal.
International	Article	Module 6: Plant-Based Menu Opportunities	ScienceDirect article linked to plant-based food/service innovation	Open link	Extra reading: research background for plant-based food/menu development.
International	Article	Module 6: Plant-Based Menu Opportunities	Serious Eats: Why is my vegan entree as expensive as meat?	Open link	Extra reading: menu pricing, labour, ingredients and dining experience.
International	Article	Module 6: Plant-Based Menu Opportunities	The Vegan Society: growing shift toward plant-based diets	Open link	Extra reading: consumer trends and national plant-based diet shifts.
International	Guide	Module 6: Plant-Based Menu Opportunities	Michigan State University: converting a kitchen recipe to a commercial formula	Open link	Extra guide: scaling recipes for commercial production.
International	Guide	Module 6: Plant-Based Menu Opportunities	Sweet Potato Soul: Vegan Plate Method	Open link	Extra guide: balanced plant-based meals and menu composition.
International	Market data	Module 6: Plant-Based Menu Opportunities	Strategic Market Research: plant-based food statistics	Open link	Extra reading: market size and plant-based food statistics.



International	Podcast	Module 6: Plant-Based Menu Opportunities	The Plantbased Business Hour	Open link	Extra listen: innovation companies and profitable plant-based food businesses.
International	Report	Module 6: Plant-Based Menu Opportunities	EAT / GlobeScan: Grains of Truth 2023	Open link	Extra reading: consumer attitudes to food systems and sustainable diets.
International	Report	Module 6: Plant-Based Menu Opportunities	EAT / GlobeScan: Grains of Truth 2024	Open link	Extra reading: updated consumer attitudes to sustainable food systems.
International	Report / PDF	Module 2: Adding Value to Plant-Based Products	WHO resource linked to healthy and sustainable diets	Open link	Extra reading: nutrition and public-health context for plant-based diets.
International	Research article	Module 6: Plant-Based Menu Opportunities	PMC article on plant-based diets / health or sustainability	Open link	Extra reading: research context for plant-based diets.
International	Research article	Module 6: Plant-Based Menu Opportunities	ScienceDirect article on plant-based food-service or consumer behaviour	Open link	Extra reading: research background for plant-based uptake and menu design.
International	Video	Module 2: Adding Value to Plant-Based Products	Dr Joanne Kong: The Power of Plant-Based Eating	Open link	Extra watch: wider motivation and public interest in plant-based diets.
International	Video	Module 2: Adding Value to Plant-Based Products	Original module video: High Pressure Processing / HPP	Open link	Extra watch: non-thermal processing and shelf-life support.
International	Video	Module 2: Adding Value to Plant-Based Products	Original module video: controlled sprouting or plant-based processing topic	Open link	Extra watch: technical processing or ingredient development.
International	Video	Module 2: Adding Value to Plant-Based Products	Original module video: labelling, nutrition or plant-based product topic	Open link	Extra watch: technical support material from the original module.
International	Video	Module 2: Adding Value to Plant-Based Products	Original module video: plant-based nutrition or processing topic	Open link	Extra watch: technical support material from the original module.
International	Video	Module 2: Adding Value to Plant-Based Products	Original module video: power of plants	Open link	Extra watch: plant-based food and nutrition context from original Module 2.
International	Video	Module 4: Local Ingredients and Regional Sourcing	Original module case-study video	Open link	Extra watch: case-study support from original Module 4.
International	Video	Module 4: Local Ingredients and Regional Sourcing	Original module video on local and regional sourcing	Open link	Extra watch: local sourcing and regional supply chains.
International	Video	Module 5: Sustainable Food Business	The Futuristic Farms That Will Feed the World / Future of Food	Open link	Extra watch: future farming and resource-efficient production systems.



International	Video	Module 6: Plant-Based Menu Opportunities	Dr Sophie: Pros and Cons of Plant-Based Diets	Open link	Extra watch: overview of plant-based diet types, benefits and challenges.
International	Video	Module 6: Plant-Based Menu Opportunities	Original module video on recipe/product scaling or food-service operations	Open link	Extra watch: operational support from original Module 6.

