

# Opportunity evaluation & Partner Prioritization

Strategic advisory to a leading European poultry feed & nutrition company for asset evaluation



## Quick overview

Our client needed advisory support to expand its product offerings. The advisory support was based on a comprehensive assessment of present and upcoming opportunities in poultry feed & nutrition. FutureBridge provided insights that helped to evaluate different parameters, situations, scenarios attributes, challenges, and drivers. Insights on these equipped product management teams make informed decisions in portfolio expansion, understand lucrative sourcing and regulatory procedures.

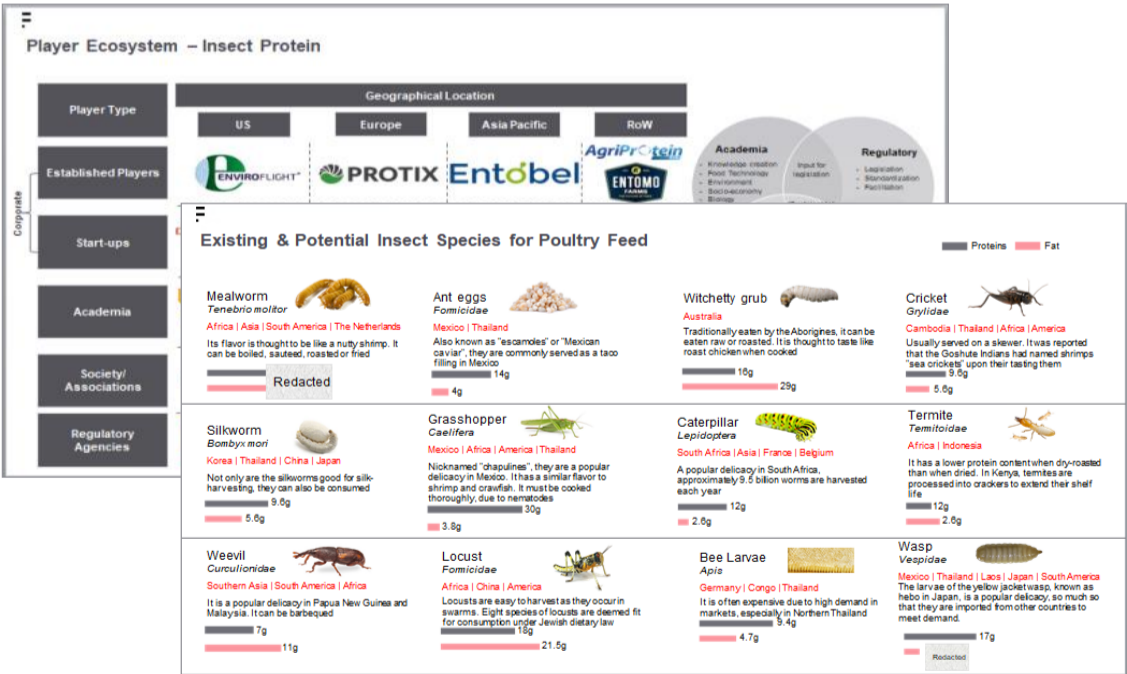
## Client success details

With FutureBridge’s comprehensive methodology focusing on understanding natural and untraditional feed additives, customized nutrition solutions such as insect proteins, and player ecosystem, the client was able to gather the following insights:

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The demand for poultry and products will continue to rise in near future and to meet this demand, sustainable sourcing is an important aspect. Insect protein as a feed additive for poultry nutrition pose as one of the attractive options to unlock its full value.
- Which edible insect species & sub-species are marketed or under active development as poultry nutrition products?
  - Who are the major players in this segment and collaboration history?
  - Which geographies to be prioritized for both sustainable sourcing and marketing?
  - What are the new regulatory procedures and challenges to consider for registering and use insects proteins as poultry feed?

- FutureBridge collected, screened, and assessed the complete landscape of the Insect protein market. These included:
- Use of geography/Market-specific insects as a protein feed additive
  - Possibility of acceptance of insects from other geographies
  - Technology landscape and scientific proof
  - Major players in the segment, geographical footprint, and product portfolio
  - Regulatory landscape, procedures, and steps to register products for use
  - Benchmarking to prioritize potential partners



The assessment delivered by FutureBridge supported our client to understand scientific proof of insect protein as novel poultry feed solutions, insect protein processing technologies, and product-player ecosystem.

With the support of benchmarking, the client could also prioritize potential partners for the strategic sourcing and geographies for expansions. In addition, the regulatory insights were helpful for the client to know the detailed requirements for product registrations and future market expansion.

## About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective. We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.