

GreenVenus™ and Plant Research (NZ) LTD partner to develop climate-resilient field pea varieties and deliver clean protein solutions for human and pet food markets

Davis, CA., March. 1, 2024 (GLOBE NEWSWIRE) — GreenVenus™, a leading agriculture technology firm revolutionary in genomics-based innovation to develop healthy, nutrient-rich specialty vegetables, fruits, and grains, has established a strategic partnership with Plant Research (NZ) LTD. Together, they aim to pioneer the development of novel field pea varieties devoid of undesirable attributes such as beany smells and indigestibility and enhance climate resilience for global cultivation.

This collaborative endeavor is centered on crafting premium, clean protein ingredients tailored for human and pet consumption, promising to reshape the market landscape with unparalleled quality and versatility. While soybeans currently dominate the plant protein market, accounting for over 60% of total plant protein sales, the demand for pea proteins is experiencing exponential growth worldwide. This surge is attributed to their superior amino acid compositions, bioactive peptides, fiber profile, and allergen-free nature compared to other plant protein sources.

Despite offering superior dietary benefits, field pea varieties still face challenges in achieving maximum yields and demonstrating resilience to changing climatic conditions. While breeding efforts have introduced several modern cultivars that tolerate common diseases, they have proven insufficient in controlling high disease and extreme climatic pressures during unfavorable years. “GreenVenus's cutting-edge Primavera™ gene editing technology and gene discovery tool, integrated with state-of-the-art machine learning approaches, are poised to accelerate the creation of next-generation cultivars. These cultivars are expected to swiftly adapt to climate fluctuations and showcase sought-after traits that align with the industry's requirements for clean, taste-neutral proteins,” says Dr. Shiv Tiwari, CEO of GreenVenus.

“Plant Research (NZ) Ltd brings competitive elite pea lines and breeding expertise to GreenVenus's research. This collaboration is primed to expedite the development of groundbreaking, high-yield varieties, consequently enhancing grower profitability and offering superior protein options for consumers and the animal feed sectors,” says Adrian Russell, CEO of Plant Research (NZ) Ltd.

Plant proteins are poised to play a significant role in carbon offsetting by substituting carbon-intensive animal protein sources in human diets and animal feed. Overcoming hurdles such as beany flavor and indigestibility marks a crucial step in facilitating widespread adoption and contributing to a more sustainable future.

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About GreenVenus™, LLC

GreenVenus™ is an innovative ag-tech business committed to delivering superior fruits, vegetables, and grains with improved nutrition, better taste, and reduced food wastage. Our Botticelli™ plant cell technology, PrimaVera™ Gene-Editing Tool, and transformative breeding innovations enable unsurpassed speed in product development, meeting evolving consumer and industry needs. For more information about GreenVenus™ and our pioneering agricultural products and solutions, please visit www.greenvenus.com

About Plant Research (NZ) Ltd

Plant Research (NZ) Ltd is an R&D company with a core activity of plant breeding. We have commercialized new varieties in 7 arable species throughout the world. Our focus is to provide value across the value chain from farmers to processors and consumers with a focus on reducing inputs, providing environmental benefits, and processor/end-user value. For more information about Plant Research (NZ) Ltd please visit www.plantresearch.co.nz.