

PANVEGA

PANVEGA presents *vitamin'co*: The world's first vitamin B₁₂ to be allowed in organic-certified food products

Flexitarians are people who consume little meat and few dairy products compared to the average person. They make up a steadily growing share of the world population, and this increase is fueling the market for plant-based and organic food markets: the total market for purely plant-based products is showing a growth forecast of > 20 % per year; the global organic market reached a volume of \$ 100 billion in 2017, and has an annual growth rate of more than 15 %.

Humans can take up through the active absorption system in the small intestine a maximum of 2 µg of vitamin B₁₂ per meal. This amount corresponds approximately to the amount they should take up per day in order to guard against a B₁₂ deficiency, which can lead to serious health problems – in particular, to megaloblastic anemia and neurological dysfunction. For this reason, EU law recommends a daily dose of 2.5 µg of B₁₂ for adults.

Exclusively plant-based foods do not contain vitamin B₁₂. For this reason, if vegans, vegetarians, and even flexitarians don't take a B₁₂ supplement, they can develop a B₁₂ deficiency. Conventional enrichment of B₁₂ in organic-certified food products is not permitted, since its production does not meet organic-legislation standards; among vegans, vegetarians, and flexitarians, however, the percentage of people who both prefer natural vitamin sources over nutritional supplements and buy primarily organic is large.

PANVEGA AG (www.panvega.ch), a Zurich startup, saw this market need and has filled it, by developing *vitamin'co*: the first B₁₂ in the world to be allowed both in organic-certified food products and in vegan-certified food products. *vitamin'co* took two years to develop, because an elaborate fermentation process had to be established for its production, and it is based on the biomass of B₁₂-producing, non-GMO bacteria. It is as natural as sauerkraut or wine and is thermally stable. We offer *vitamin'co* in powder form, so that it can be included as an ingredient in many food products.

PANVEGA has already launched its own vegan-organic food products, which are enriched with *vitamin'co*: three ready mixes (meat alternatives) and a vegetable bouillon. We make these products available under our own, *veg'Nco* brand and via PANVEGA's online shop (www.vegncoco.ch). In 2020 we plan to extend the *veg'Nco* line and to make it available in Germany.

vitamin'co is already available in both EU and non-EU countries. *vitamin'co* is a B₁₂ that is free from genetic engineering and is in compliance with organic standards; it makes healthy, wholesome, organic, vegan, and supplement-free nutrition possible.

PANVEGA will be presenting *vitamin'co* and *veg'Nco* at BIOFACH in Nuremberg (February 12– 15, 2020) as part of [Experience the World of VEGAN](#) in hall 4A, booth 4A-100.

