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NEW

450 PAGES

HENK HOOGENKAMP

PLANT PROTEIN & DISRUPTIVE DIAGNOSTICS



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DISRUPTIVE
DIAGNOSTICS

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THE
TRANSFORMATIONAL
FOOD JOURNEY
FOR TODAY'S FUTURE



The Transformational Food Journey for Today's Future: Profound insights for food industry and consumers.

Henk Hoogenkamp's groundbreaking book tackles topics from food-related disease to malnutrition to organic and GMO to dealing with a world approaching an epidemic of obesity.

A provocative new nonfiction work by one of the world's foremost authorities on food formulation joins the short list of "must-read" books tackling the immense challenge of malnutrition in the developing world, even as Western societies are dealing with rampant obesity.

For most consumers in the Western world an abundance of animal protein is nearly always part of the daily diet, while for most in the developing world not sufficient animal protein is available. Hoogenkamp argues that the key to solving this dilemma is unlocking the potential of plant proteins as well as cellular biotechnology that deliver affordable nutrition, improve health and wellbeing and reduce the environmental burden in an era of shrinking water and land resources.

Along with detailed chapters discussing plant protein varieties such as derived from soy, pea, wheat, rice, potato and hemp the book explains:

- Food, water & climate change
- Sports Nutrition, Wellness & Lifestyles
- Food: People, Planet, Profit
- Glutenfree Protein Solutions
- Societal Food
- Diabetes T2: From Bad to Worse
- Fast Good Food & Family
- Fiber: A Natural Need for More
- Lifestyle Diagnostics
- Real Plant Meat
- Sugar, Salt Phosphate: Less is More
- Natural & Organic
- Sarcopenia & Longevity

About the Author: Born in the Netherlands, in his entire professional career Henk Hoogenkamp has been ahead of the curve, many times more right than wrong. Many of the things he advocated for were initially looked upon skeptically, but are now standard procedure in the industry. With brutal honesty and lots of inside information, Henk gives a fresh new voice to the world of plant protein technology and marketing. Written in a refreshing engaging style, Hoogenkamp shares practical know-how reflecting the skills needed to feed the world with food for tomorrow. A true timely book with undistilled wisdom and common sense gleaned from years of dedicated and hard-gained experience and Henk's unique ability to inspire others to reach the next level of expertise.

Along with coining the term "Lifestyle Foods" in the 1990s, his resume includes pioneering work in developing sports nutrition supplements and groundbreaking applications for milk and plant protein ingredients in meatfree foods, cream liquors, cheese analogs.

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