



**Rice Bran Protein: Biotechnology of Ecologically Sustainable Food and Nutraceutical Products; Food Security, Health, Social Demographic Marketing of Formulated Food, Meat-Hybrids and Beverages**

*Henk Hoogenkamp*

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Henk Hoogenkamp

**Timely, personal, and thought provoking. Henk Hoogenkamp continues to prove with his latest book why he is world's most quoted and referenced writer discussing vegetable protein solutions.**

Rice Bran Protein is an authoritative overview covering a wide selection of seemingly unrelated topics that influence food security, health, sustainability, affordability, socio-economic demographic marketing of formulated food, meat-hybrids and beverages.

Rice bran protein is an innovative all-natural source of premium vegetable protein, synbiotic fiber, and heart-healthy oil. This is nature in its purest form with nothing added and nothing taken away. Rice bran protein, which is gluten-free and hypoallergenic, contains not only essential vitamins and minerals, but also a wide variety of antioxidants and co-factors. Our world urgently needs this multi-functional transitional protein with unique organoleptic properties, delivering high-value ecologically sustainable protein nutrition. Rice bran protein is made using chemical-free technology delivering not only a clean label, but also the benefits from being vegan-friendly, dairy-free, nut-free, and a premium flavor profile. Rice bran protein is trusted, competitive, easy to use, and cost-effective.

### **Leading cereal crop.**

Rice bran protein is without any doubt the world's most environmentally and ecologically sustainable food ingredient available at the lowest economic impact for costs. Rice bran and its spin-off ingredients including protein, oil and dietary fiber is the ideal solution to adequately increase the availability of food as the world travels through an equipoise of socioeconomic transition creating more educated and empowered consumers.

The book has 19 chapters and some illustrated with unique Scanning Electron Microscope photographs of structured rice bran protein as well as texturized meat analog shredded fiber.

- The Rice Bran Protein Journey
- Rice Bran Protein Explained
- Rice Bran Protein in Formulated Meat
- GMO-Biotechnology: Food Security and Sustainability
- Soluble Rice Bran Performance
- Rice Bran Protein Formulated Beverages
- Rice Protein: Requirements and Developments
- Obesity: A Road to Nowhere
- The New Digital Foodscape
- Re-Shaping the Perception of Public Health
- GMO: For Water or Worse

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