

TurtleTree announces strategic partnership with Strive

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TurtleTree, a pioneer in sustainable nutrition, announces a multi-year strategic partnership with Strive, a nutrition company focused on providing sustainable, protein-enriched beverages that are better tasting, more nutritious and better for the planet. Strive currently offers FREE MILK, a true milk alternative with fermentation-derived protein and through the partnership with TurtleTree, plans to expand into additional products including an immunity support beverage aimed at adult nutrition as well as a ready-to-mix protein powder—both to include TurtleTree's lactoferrin (LF+), the world's first animal-free lactoferrin.

Strive and TurtleTree are committed to providing products that will allow the adult population to address some of their concerns and provide the functional ingredients they are searching for. By creating an immunity support beverage that includes TurtleTree's LF+, Strive can provide consumers with the unique benefits of lactoferrin to support gut health and iron regulation as well as immune support while ensuring supplementation of the daily vitamins recommended.