

TurtleTree partners with Singapore's MAD Foods

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TurtleTree, a local leader in sustainable nutrition, announces it has joined forces with its first Singapore-based organisation, MAD Foods, a company dedicated to offering Ready-to-Drink better-for-you products. This partnership will see MAD Foods enhance its popular oat milk coffee beverages with LF+, TurtleTree's vegan-certified lactoferrin. This collaboration aims to deliver a healthier, more functional beverage to consumers that bolsters key health benefits such as immune support, gut health and iron regulation.

While lactoferrin is already used in some supplements and infant formulas today, supply scarcity means that demand continues to be challenging for other verticals such as sports nutrition, adult and elderly nutrition, women's health and more. Lactoferrin is a diverse and multifunctional ingredient and TurtleTree has tackled the challenge of scaling the production of this high-value protein via precision fermentation, enabling it to supplement the global shortage of lactoferrin as well as meet the demand of new consumers who were previously unable to access the protein because of high costs and supply issues, without the animal. By earning Self-GRAS in November of 2023, TurtleTree has begun to commercialise and scale its production over the last 12 months.

Statistics show that nearly 75 per cent of consumers are increasingly interested in products that offer functional health benefits such as immune support, gut health and overall wellness. The partnership between TurtleTree and MAD Foods will meet this demand by providing health benefits via LF+ as a part of a consumer's daily coffee routine.