From living labs to *everyday meals*

Engaging consumers with alternative proteins

LIKE-A-PRO 01

IN THE VIDEO

Pea protein isolate · Nutritional yeast · Almond flour · Fermented and dried mushrooms · Lentils · Miso

PROJECT
LIKE-A-PRO (Horizon Europe)

ORGANISATION
Zeytince Association, İzmir, Türkiye

PRACTICE
Cooking video

AUDIENCE
Consumers, living labs, community organisations

REACH
~1,800 views

Watch the video
youtu.be/1UAB2OIK_-A

"How can alternative proteins become more familiar and appealing to consumers?"

Sustainable dietary transitions require communication that connects unfamiliar ingredients with everyday cooking practices.

THE PRACTICE

Within the European LIKE-A-PRO project, Zeytince Association developed a cooking video demonstrating how alternative protein sources and ingredients can be used in meal preparation. Rather than simply introducing these ingredients, it showed viewers how they could be incorporated into meals and what kinds of dishes could be prepared.

WHAT HAPPENED

The video has received approximately 1,800 views, with interest continuing. This experience highlights the potential of practical audiovisual communication to make alternative protein ingredients more accessible and inspire new cooking ideas.

PRACTICAL RECOMMENDATIONS

01 Use cooking videos and recipe demonstrations to connect alternative proteins with familiar food practices.

02 Use clear language, demonstrate practical applications and share content through relevant networks.

03 Monitor views and audience feedback to assess reach and identify opportunities for further engagement.

04 Adapt and test this approach in your own culinary and cultural context.

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