



Mission Model Canvas

Project title:

The Protein of Tomorrow: Swiss Lupin, One Crop, Five Answers

Created by:

New Roots & Yellow Sunshine

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Partners & Support

- Swiss and European lupin farmers
- FiBL and agronomic partners for breeding, soil health and field trials
- Traditional cheesemakers and food producers using existing infrastructure
- Retail partners: Coop, Migros, organic shops and food-service channels
- Climate, agriculture and food innovation networks such as Clima Now
- LCA and impact experts to verify climate, soil and resource benefits

Activities

1. Scale cultivation of a high-protein Swiss lupin variety through seed work, farmer onboarding and fair offtake agreements.
2. Turn lupins into functional plant-based milk using New Roots' non-GMO fermentation and enzyme know-how.
3. Launch and scale plant-based cheeses and Yellow Sunshine protein blocks, then measure climate, soil, farmer and sales impact.

Ressources

- Proprietary lupin variety, farmer network and crop coordination know-how.
- Non-GMO microbial library, fermentation, enzyme and cheesemaking expertise.
- Existing New Roots production, brand, retail access, food-safety systems and cross-functional team.

Project

New Roots and Yellow Sunshine are building a Swiss and European lupin value chain, from regenerative farming to fermentation and everyday foods. We scale a unique lupin variety with 40% protein and all nine essential amino acids. As a nitrogen-fixing, drought-resilient crop, lupin strengthens soils and food security. Through non-GMO fermentation, we transform local lupins into plant-based cheeses and protein blocks that replace imported and animal proteins with tasty, nutritious alternatives.

Relationship, Community

- Farmers are partners, not passive suppliers: we provide seeds, agronomic support and long-term offtake.
- Consumers are involved through tastings, feedback loops, social media and retail launches.
- Cheesemakers and food producers can use existing know-how and infrastructure.
- Impact partners help verify climate, soil and economic progress.

Channels

- New Roots and Yellow Sunshine retail channels in Switzerland.
- Coop, Migros, organic shops, food service and selected EU partners.
- Farm visits, tastings, launch events and press.
- Instagram, LinkedIn, newsletters, website and partner networks.

Target Groups

- Swiss and European farmers seeking resilient, profitable crops.
- Consumers looking for local, healthy, animal-free protein without lactose or cholesterol.
- Retailers and food-service partners wanting credible climate-positive food.
- Traditional cheesemakers and producers ready to innovate without abandoning their craft.
- Climate, food-security and agriculture stakeholders.

Budget

- Needed budget: CHF 50,000
- Main costs:
- Crop coordination, farmer onboarding and agronomic support
 - Seed trials, quality standardisation and field data
 - Fermentation/process optimisation and pilot production
 - Product testing for plant-based cheeses and protein blocks
 - LCA, impact measurement and reporting
 - Project management, communication and community activation

Impact

1. Climate impact: Lupin-based dairy alternatives can reduce water use, land use and CO2 emissions versus dairy, while improving soil fertility through nitrogen fixation and lowering fertiliser demand. We verify impact through LCA, hectares cultivated, yields, protein output, soil nitrogen indicators, farmer margins, offtake volumes and product sales.
2. Scaling: We increase impact by onboarding 5-10 Swiss farms per year, securing cultivation and offtake contracts, expanding Yellow Sunshine/New Roots products and enabling EU cheesemakers to use local lupin milk in existing infrastructure.