



Big steps after a successful pilot project

endori increases cultivation area for own peas tenfold

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Food manufacturer endori will grow its own peas in the southern Rhineland for its production of plant-based foods and meat substitutes. The high-protein legume will be sown on an area of 500 hectares and is expected to yield around 2,000 tones of peas in 2022. Together with the Buir-Bliesheimer Agrargenossenschaft eG, the corresponding contracts have been concluded with farmers in the Rhineland. This was preceded by a successful test cultivation near Cologne in August of this year, in which the company's own peas were harvested on 50 hectares. At endori, peas form the basis to produce meat alternatives such as burgers, bratwurst, schnitzel, pulled pork, cevapcici and other products.

Friedrich Büse, founder of endori, is excited about the next big step the Bamberg-based company is taking with its home-grown produce. "Our products are based on peas, which we have always sourced as regionally as possible. By growing peas in the Rhineland, we are now strengthening our raw material base in Germany many times over and thus domestic agriculture. At the same time, we guarantee short transport routes and thus a favourable ecological footprint. This is good for our climate and our customers, who expect us as a company to handle all resources responsibly," says Büse. "It is important to consider all stages of the value chain - from the field to the packaging."

This is possible, among other things, with contract hosts, who have already been able to convince themselves of the pea's potential as part of the pilot project. "The pea is not only enjoying steadily growing demand as a regional protein supplier. Above all, it fits perfectly into our crop rotation and has a positive effect on our soils and our climate," confirms farmer Florian Frisch, manager of the Mario Köhl farm in the district of Düren.

Added value and potential of the pea

As an efficient supplier of valuable vegetable protein for meat substitutes in the never-ending veggie boom, the pea is also particularly sustainable in three respects. The cultivation of domestic peas reduces the import or cultivation of soy to produce veggie products. In addition, peas are nitrogen-fixing protein plants that accumulate nitrogen in the soil, thus contributing to soil improvement and reducing the use of mineral fertilisers. This makes peas not only good for soils, but also for groundwater and subsequent crops.

The project of growing their own peas was realised with the support of endori's parent company Pfeifer & Langen Industrie- und Handels-KG. For many generations, Pfeifer & Langen has had a close partnership with farmers in many regions of Germany and Europe who grow other agricultural products such as sugar beet to produce food. "The relationships with our farmers have sometimes existed for several generations. In this case, they also set the foundation for a sustainable supply of raw materials with peas from the region," confirms Frank Schmitz, Head of SCM-Agrar at Pfeifer & Langen. Peas are grown through direct contractual farming relationships between endori, individual farmers and Buir-Bliesheimer Agrargenossenschaft eG.

About endori

endori (originally amidori) was established in April 2015 in Bamberg by the Büse and Wedel families, with their love of good food and their hunger for a better future for animals, people and the environment. It now employs around 180 people working across two sites, making delicious plant-based food as an alternative to products of animal origin.

The company currently produces plant-based meat substitutes such as burgers, sausages, mince, kebabs and a great deal more, which can be used in virtually any dish as a foolproof alternative to meat. In terms of the raw ingredients, the focus is on high-protein plants such as peas grown in traditional multiple-field crop rotation. The company deliberately chooses not to use soya, palm oil or artificial flavouring. In contrast to many of its competitors, endori also has no meat-processing firms in its entire supply chain – all the way from field to fork.

endori vegetarian and vegan products are available to buy in German retail outlets and on its own online store. They are also already being sourced by well-known food industry players and are turning up in the food service industry, hotels, hospitals, schools, staff canteens and many other professional food-related contexts. For food retailing, direct distribution is carried out by Reichhold Feinkost GmbH (Feinkost Dittmann). www.endori.com

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