CONSUMER BENEFITS

Chemically modified starch is used to

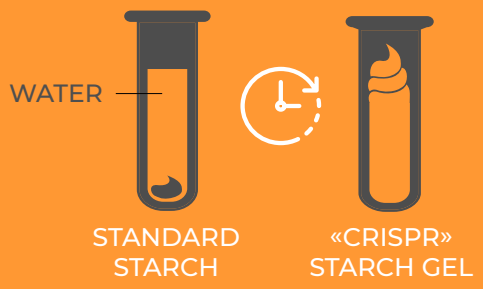
REDUCE FAT WHILE KEEPING THE TEXTURE OF FOOD.

It is IMPORTANT THAT THE STARCH ABSORBS THE WATER AND KEEPS IT OVER TIME,

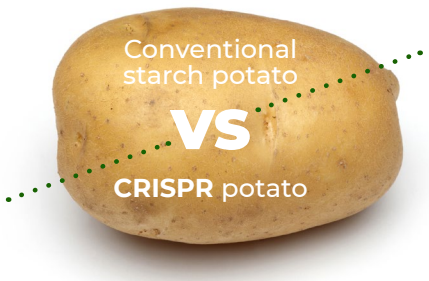
otherwise the product will release water and the storage of the product decreased.

Thanks to **PLANT BREEDING INNOVATION** there is a "CRISPR" - POTATO containing a NATIVE STARCH

that is **STORAGE STABLE** without the need of chemical modification



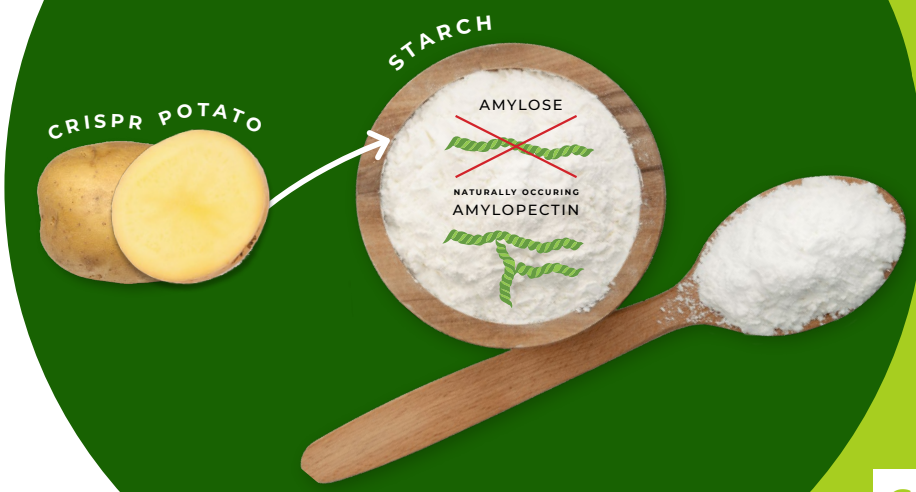
BENEFITS FROM MODERN BREEDING TOOLS



CRISPR IS MORE EFFICIENT than CONVENTIONAL MUTAGENESIS or ANTISENSE RNAI TECHNIQUES

Studies have shown that CRISPR is **A PROMISING ALTERNATIVE TO EFFICIENTLY CREATE TARGETED TRANSGENE FREE MUTATIONS IN POTATOES.**

THE SWEDISH
CRISPR
POTATO STARCH PROJECT



EMBRACING THE POWER OF NATURE

ENVIRONMENTAL BENEFITS

LYCKEBY STARCH COMPANY USES ONLY:

80.000 T OF POTATO = 20.000 T OF STARCH

USING CRISPR POTATO SAVES

4.000-5.000 T OF PROCESS CHEMICALS

EU WIDE 15 TIMES THE AMOUNT

1,2 million T OF POTATO = 300.000 T OF STARCH

SAVING

60.000-75.000 T OF PROCESS CHEMICALS + **7.5 Gwh** PER YEAR

PLANT SCIENCE WOULD MOVE OUT OF EU

IF *EU CONTINUES TO REGULATE THE CRISPR POTATO AS GMO*

ALTHOUGH *IT DOES NOT CONTAIN FOREIGN DNA.*

THIS HAS DIRECT CONSEQUENCES

FOR EU'S COMPETITIVENESS IN SUSTAINABLE FOOD PRODUCTION.

www.plantbreeding.eu

Andersson et al., Physiol. Plant. 2018 doi:10.1111/ppl.12731 supported by Lyckeby Starch AB

#EmbracingNature