

TurtleTree secures first Vegan Certification for Precision Fermentation Dairy Industry

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TurtleTree, a pioneer in sustainable nutrition, and a Vegan Action, the most recognized vegan certification provider in the U.S. has announced the official vegan certification of TurtleTree's animal-free sustainable lactoferrin, LF+. This milestone establishes TurtleTree as the first precision fermentation dairy company globally to obtain vegan certification, and the first ever to receive the Certified Vegan logo in the 24 years it's been administered. In taking this step, TurtleTree has solidified its unwavering commitment to animal welfare as well as meeting the evolving demands of conscious consumers.

While most precision fermentation products don't involve animal products or byproducts, their bioidentical nature and the origins of the genetic codes required in production can make interpretations complex, particularly when adhering to vegan standards originally designed for plant-based products. Regulatory approval also demands extensive safety testing, and some companies may opt for quicker, cheaper animal studies, and preclude their products from obtaining vegan certification. This is a hot-button issue and potentially the reason most precision fermentation companies haven't pursued official certification, despite stating they are vegan and animal-free.

TurtleTree has taken a pioneering step by securing vegan certification for its bioidentical dairy protein, LF+, confirming strict adherence to the highest ethical standards. In turn, the company aims to set a precedent that can help create a standardized definition of veganism in the context of precision fermentation. TurtleTree's certification by Vegan Action adhered to rigorous criteria, guaranteeing the exclusion of animal products, byproducts, and animal testing. LF+ is now the only vegan lactoferrin on the market, challenging the dominance of lactoferrin sourced exclusively from cows.

As the global vegan food market is projected to reach \$36 billion by 2031, the demand for certified vegan products continues to surge. With this certification, LF+ is well-positioned to cater to this growing market and support large food and beverage companies seeking innovative, vegan-certified ingredients.

Krissi Vandenberg, Director of Vegan Action, celebrates this alternative protein milestone. "We were thrilled to get TurtleTree's product Vegan Certified because of the clear benchmark this sets for the rest of the industry. TurtleTree's dedication to ethical practices and transparency is commendable and will undoubtedly inspire other precision fermentation companies. This certification demonstrates the tangible steps companies can take to validate and communicate their values to customers, underlining a collective commitment to ethical standards."

TurtleTree is a biotechnology company creating a new generation of nutrition—one that's better for the planet, animals, and people everywhere. Harnessing cutting-edge precision fermentation technology,