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KWS launches European pea protein isolate developed through specialised plant breeding

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New ingredient derived from German-grown yellow peas connects seed innovation with commercial plant-based protein production, offering traceability across the agricultural supply chain



KWS has launched a European-sourced pea protein isolate developed from a yellow pea variety selected specifically for food applications. Available in conventional and organic formats, the ingredient combines a clean taste profile, light colour and good solubility for food and beverage applications. The peas are grown on selected farms in Germany and processed within the European Union, providing traceability from seed to finished ingredient. Commercial volumes are available now.

The launch addresses the growing demand among food manufacturers for plant proteins that combine sensory and functional performance with a consistent European supply. Unlike conventional pea protein supply chains, KWS starts at the seed level, selecting varieties specifically for their suitability for food applications. KWS considers the needs of the entire value chain, from agronomic performance for farmers to efficient processing to the sensory and functional qualities required by food manufacturers. Through its breeding and selection process, KWS identified naturally occurring traits associated with reduced bitter and beany notes and improved sensory performance.

“Food manufacturers increasingly expect more from plant proteins than simply protein content,” said Nigel Moore, Head of KWS Food Ingredients. “Our advantage is that we can start with the seed. By combining plant breeding with an understanding of food applications, we can target the sensory and functional characteristics manufacturers need while building a transparent European supply chain.”

The isolate is suitable for applications including protein beverages, nutritional products, powders, bars, dairy alternatives and other protein-fortified foods where taste, appearance and ease of formulation are critical.

Scaling the selected traits from breeding to commercial production requires close collaboration across the value chain. After screening and selection, KWS multiplied the chosen pea variety to enable commercial cultivation and works closely with farmers and production partners to ensure reliable supply at industrial scale. By connecting breeding, agriculture, ingredient production and food development, KWS is putting its “Good Seed. Good Food.” approach into practice.

The launch strengthens KWS Food Ingredients' presence in the food sector and supports the company's vision of using plant breeding to unlock the next generation of food ingredients. The pea protein isolate is one of several ingredient opportunities identified through the Proteomex™ platform, which combines crop traits, breeding and ingredient development to create value for the food industry.

Commercial volumes of pea isolate are available now for food and beverage manufacturers across Europe and selected international markets.