

## Organization Profile

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<b>Legal Name</b>	Those Vegan Cowboys
<b>Headquarters</b>	Gent Zwijnaarde, Belgium Zwijnaarde
<b>Contact Email:</b>	<a href="mailto:postoffice@thosevegancowboys.com">postoffice@thosevegancowboys.com</a>
<b>Phone Number:</b>	32 09 261 77 00
<b>Website:</b>	<a href="https://thosevegancowboys.com">https://thosevegancowboys.com</a>
<b>LinkedIn:</b>	<a href="#">View on LinkedIn</a>
<b>Facebook:</b>	<a href="#">View on Facebook</a>
<b>Twitter:</b>	<a href="#">View on Twitter</a>
<b>Categories</b>	Alternative Protein, Food and Beverage, Food Processing, Nutrition

### Overview

Those Vegan Cowboys is an innovative startup focused on producing dairy-identical products through precision fermentation, eliminating the need for animals. The company, based in Belgium, was founded by pioneers in plant-based foods, Jaap Korteweg and Niko Koffeman. [0][2]

Their signature product, Margaret's cheese, represents the first instance of commercial cow-free cheese. The company is in the process of scaling up its production capabilities by constructing a 'milk stable of the future,' filled with stainless steel cows. [0][2]

The team behind Those Vegan Cowboys previously found success with The Vegetarian Butcher and they are leveraging their expertise to achieve similar success in the dairy industry. Currently, the company is in an active investment round, seeking to raise 15 million to expand its operations. [2][3]

[0]<https://thosevegancowboys.com>

[2]<https://thosevegancowboys.com/investors>

[3]<http://www.thosevegancowboys.com/investors>

### About Products and Technologies

Those Vegan Cowboys produce cheese through precision fermentation, using microbial casein that offers better functionalities than traditional cow's casein. [1]

The company has partnered with traditional cheesemakers, a dairy cooperative, and a significant player in the pizza business to test and implement their innovative cheese product. [1]

Their primary product, Margaret's cheese, is notable for replicating the taste and texture of traditional dairy cheeses without using actual dairy cows, thus ensuring sustainability and animal welfare. [2][3]

[1]<https://thosevegancowboys.com/contact>

[2]<https://thosevegancowboys.com/investors>

[3]<http://www.thosevegancowboys.com/investors>

### Main Product Names

Margaret's Cheese: A cow-free cheese created using precision fermentation with microbial casein, aimed to replicate traditional cheese in taste and functionality. [2][3]

[2]<https://thosevegancowboys.com/investors>

[3]<http://www.thosevegancowboys.com/investors>

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### Leadership team

**Name:** Jaap Korteweg

**Position:** Founder

**About:** Previously founded The Vegetarian Butcher, an entrepreneurial expert in plant-based food alternatives.

**Name:** Niko Koffeman

**Position:** Co-Founder

**LinkedIn:** [View on LinkedIn](#)

**About:** Played a crucial role in the success of The Vegetarian Butcher, bringing experience in brand development and strategic growth.

### Most Recent Patents

N/A

### Most Recent News Articles

**Title:** Vegan Brand Launches Casein That Makes Cheese Melt And Stretch Like Dairy.

**Publication Date:** 07/10/2024

**Abstract:** Belgian food tech company Those Vegan Cowboys has launched an animal-free casein made with precision fermentation that is said to make vegan cheese stretch and melt like dairy cheese. Casein is the main protein found in milk from cows. Its a big part of what gives dairy cheese its taste, texture, and consistency when melted. Those Vegan Cowboys makes it by fermenting microbes in a stainless steel tank named Margaret (after the former British Prime Minister known as the Iron Lady). It plans to launch its own cheese using the casein next year, as well as collaborate with other companies. According to Those Vegan Cowboys, its fermentation method is five times more efficient than cows on water and land use and greenhouse gas emissions. It says that its cow-free casein paves the way for healthier cheese free of lactose, bad cholesterol, and saturated fats. Cheese made with its casein is reportedly five

**URL:** <https://plantbasednews.org/news/alternative-protein/those-vegan-cowboys-casein/>

**Title:** Those Vegan Cowboys unveil animal-free casein superior to bovine casein.

**Publication Date:** 02/10/2024

**Abstract:** Dutch-Belgium startup Those Vegan Cowboys has developed precision fermentation-derived casein thats even better than the animal-derived ingredient, according to the company. Announced first by Those Vegan Cowboys CEO Hille van der Kaa during DairyReporters Dairy Alternatives webinar available to watch on-demand here the ingredient was officially unveiled at the Future Food Tech summit in London, UK. One area where the precision fermentation-derived casein excels is that it improves the stretch of mozzarella significantly compared to the animal-sourced version, the company said; this would enable manufacturers to use less casein to achieve the same level of functionality while lowering production costs. There are also sustainability-linked benefits, as the companys fermentation-derived casein requires only one fifth of the land and water compared to animal-based casein, and around 80% less CO and no methane. During the summer, the startup produced a ball of fresh mozzarella with the novel ingredient and tested the cheese's stretchiness

**URL:** <https://www.dairyreporter.com/Article/2024/10/02/Those-Vegan-Cowboys-unveil-animal-free-casein-superior-to-bovine-casein>

**Title:** Those Vegan Cowboys Debuts Animal-Free Casein for Meltier, Stretchier Cheese.

**Publication Date:** 01/10/2024

**Abstract:** Dutch-Belgian food tech startup Those Vegan Cowboys has debuted its precision-fermented casein protein, with plans to launch animal-free cheese in 2025. Animal-free casein is having a moment. From new startups pushing the envelope with structural breakthroughs, to companies raising money to commercialise the protein, to the worlds largest mozzarella supplier diving into the bioidentical ingredient, casein is high on the agenda for alt-dairy producers. Now, Those Vegan Cowboys is adding to the list of developments, launching its precision-fermented casein to the market. The ingredient has been four years in the making, and will be unveiled at the Future Food-Tech summit in London tomorrow. Instead of a cow, the protein is

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produced via fermentation in a stainless steel tank dubbed Margaret (after former British prime minister Margaret Thatcher, the Iron Lady), and can outperform its conventional counterpart under certain conditions in cheese. The animal-free casein is being tested by multiple industry players, including dairy companies

**URL:** <https://www.greenqueen.com.hk/those-vegan-cowboys-animal-free-casein-precision-fermentation-cheese/>

**Title:** Gents biotech-bedrijf maakt als eerste in België kaas zonder dat er een koe aan te pas komt.

**Publication Date:** 05/09/2024

**Abstract:** Het voelt als een plechtig moment. In het laboratorium van Those Vegan Cowboys, in het technologiepark van Zwijnaarde, wordt een ingepakte camembert uit een kleine rijpingskast gehaald. Het is een van het dozijn kaasjes dat er langzaam op smaak ligt te komen. Voedingwetenschapper Lana Trepels snijdt er met de grootste voorzichtigheid een punt uit. Dit is het dus kaas uit het lab. Proeven mogen we helaas nog niet. Daarvoor is het wachten op de goedkeuring van de Europese Voedselautoriteit EFSA. En die kan nog zón jaar of 4 op zich laten wachten. Maar de kaas ziet er alvast uit als doodgewone camembert. Hier werkt Those Vegan Cowboys al enkele jaren aan. Het bedrijfje werd opgericht door de Nederlander Jaap Korteweg, die ook mee achter De Vegetarische Slager zat, en werkt nauw samen met de universiteiten van Gent en Wageningen. En dan kan het kaasmaken beginnen. Voeg nog enkele ingrediënten toe

**URL:** <https://www.vrt.be/vrtnws/nl/2024/09/04/gents-biotech-bedrijf-maakt-als-eerste-in-belgie-kaas-zonder-dat/>

**Title:** Future Food Quick Bites Oat Milk Soap, New TiNDLE CEO & Plant-Based Diplomas.

**Publication Date:** 20/12/2023

**Abstract:** In our weekly column, we round up the latest news and developments in the alternative protein and sustainable food industry. This week, Future Food Quick Bites covers Beyond Meats giant Costco partnership, a new CEO for plant-based chicken maker TiNDLE Foods, Doves upcoming plant-based milk soaps, and a host of (positive and negative) ads about veganism. Personal care brand Dove is set to launch Plant Milk Cleansing Bars in January, which are said to have a 98% biodegradable formulation and will be available in four scents: Coconut Milk & Sugar Lychee, Macadamia Milk & Willow Lavender, Oat Milk & Berry Brulee, and Turmeric Milk & Lemon Drop. Plant-based giant Beyond Meat has expanded (quite literally) its signature burgers footprint, which is now available in frozen 10-packs with an exclusive Costco deal across the US. New York-based upcycling brand The Spare Food Co. has debuted a plant-based Spare Starter ingredient blend, which comprises six

**URL:** <https://www.greenqueen.com.hk/future-food-quick-bites-oat-milk-soap-vegan-ads-plant-based-diplomas-tindle-ceo/>

**Title:** The EU is Investing 50M in Synbio Startups Making Animal-Free Dairy & Eggs.

**Publication Date:** 18/12/2023

**Abstract:** The EU is investing 50M in precision fermentation and algae-based food startups next year as part of its Horizon Europe scheme, with calls for applications beginning in May. It's the legislative body's first funding commitment directed specifically at precision fermentation, which it recognises as a way to improve the health and sustainability aspects of its food supply. The EU has announced a 50M funding package for startups and small businesses working with precision fermentation, as part of the European Innovation Council's Work Programme 2024 (which falls under the bloc's flagship Horizon Europe scheme). The investment focuses on helping these companies scale up to surpass the bottleneck challenges and lack of infrastructure in Europe. The call for applications will open in May, to support the EU's climate schemes and improve the efficiency, resiliency and sustainability of the regions supply chain. Why the EU chose to focus on precision fermentation. This is the first time the EU

**URL:** <https://www.greenqueen.com.hk/eu-precision-fermentation-funding-alt-protein-accelerator/>

**Title:** Alt dairy bottleneck start-up calls for collaboration to speed non-animal casein production.

**Publication Date:** 27/06/2023

**Abstract:** Produced from a proprietary bacterial strain using precision fermentation, Fooditive claimed its casein is genetically identical to dairy casein but completely animal-free, therefore opening the door to the development of sustainable, nutritious plant-based dairy products that are much closer to the originals in terms of taste and texture. With manufacturing trials now complete, Fooditive said it is in a position to begin

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production of vegan casein at higher volumes to supply customers in Europe. However, prior to this, obtaining approval as a Novel Food in the EU is required. As our trials reach a successful completion, Fooditive stands on the cusp of scaling up production of our vegan casein to cater to the needs of our European clientele, Moayad Abushokhedim, Fooditive CEO and Founder. But our vision extends beyond mere production. At Fooditive, we firmly believe in the transformative power of partnerships and the profound market impact they can foster.

With an

**URL:** <https://www.foodnavigator.com/Article/2023/06/27/alt-dairy-bottleneck-start-up-calls-for-collaboration-to-speed-non-animal-casein-production>

**Title:** Fooditive Successfully Expands Vegan Casein Production to Capture European Market.

**Publication Date:** 27/06/2023

**Abstract:** Want to save and revisit your favorite articles? Upgrade to vegconomist+ and unlock our new bookmark feature. Subscribe today and enjoy a wide range of exclusive perks to gain a competitive edge in the vegan business world! Sustainable plant-based ingredients specialist Fooditive Group announces that after successful manufacturing trials, it can manufacture larger volumes of vegan casein to supply European customers. Using a proprietary bacterial strain developed through gene synthesis and leveraging precision fermentation, the Dutch company produces casein that is genetically identical to dairy but completely animal-free. Fooditives vegan casein suits multiple applications, including dairy products and plant-based meat. Moayad Abushokhedim, CEO and founder of Fooditive, commented As our trials reach a successful completion, Fooditive stands on the cusp of scaling up production of our vegan casein to cater to the needs of our European clientele. With this enhanced production process, we are poised to expand our offerings and meet the growing demand

**URL:** <https://vegconomist.com/food-and-beverage/ingredients/fooditive-expands-vegan-casein-production-europe/>

**Title:** Danone invests in animal-free dairy startup Imagindairy.

**Publication Date:** 26/04/2023

**Abstract:** Danones corporate venture arm Danone Manifesto Ventures has taken a minority stake in Imagindairy, an Israeli startup making animal-free dairy proteins via precision fermentation (using microbes instead of cows). While Danone is heavily invested in plant-based dairy through brands such as Silk, Alpro and So Delicious, this is its first move into the animal-free dairy space, whereby firms engineer fungi or yeast to make dairy proteins such as whey and casein. A spokesperson at Danone Manifesto Ventures told AFN We are thrilled to partner with Imagindairy as a minority investor to help accelerate the companys growth Given its strong research-driven approach, we believe Imagindairy has the power to be a successful company in this emerging space. We look forward to developing strategic collaboration projects with Imagindairy to learn more about this pioneering space. Imagindairy said Danone would bring strategic and operational support to accelerate our growth adding that the partnership would pave the

**URL:** <https://agfundernews.com/danone-invests-in-animal-free-dairy-startup-imagindairy>

**Title:** Danone invests in animal-free dairy startup Imagindairy via corporate ventures arm, plans strategic collaboration.

**Publication Date:** 26/04/2023

**Abstract:** Danones corporate venture arm Danone Manifesto Ventures has taken a minority stake in Imagindairy, an Israeli startup making animal-free dairy proteins via precision fermentation (using microbes instead of cows). While Danone is heavily invested in plant-based dairy through brands such as Silk, Alpro and So Delicious, this is its first move into the animal-free dairy space, whereby firms engineer fungi or yeast to make dairy proteins such as whey and casein. A spokesperson at Danone Manifesto Ventures told AFN We are thrilled to partner with Imagindairy as a minority investor to help accelerate the companys growth Given its strong research-driven approach, we believe Imagindairy has the power to be a successful company in this emerging space. We look forward to developing strategic collaboration projects with Imagindairy to learn more about this pioneering space. Imagindairy said Danone would bring strategic and operational support to accelerate our growth adding that the partnership would pave the

**URL:** <https://localsanjoseneews.com/danone-invests-in-animal-free-dairy-startup-imagindairy-via-corporate-ventures-arm-plans-strategic-collaboration/>

### Social Links

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<https://www.linkedin.com/company/those-vegan-cowboys-grassroots-bandits>

<http://www.facebook.com/thosevegancowboys>

<https://twitter.com/thsvvegancowboys>

<mailto:postoffice@thosevegancowboys.com>

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