



Plant-based hypoallergenic protein and fibre ingredients for a more sustainable food system

The patty, bread and sauce featured here are all made using UPP/Freya ingredients.

Innovative food manufacturing

We supply food manufacturers with hypoallergenic, nutritious, and sustainable ingredients designed for both plant-based and meat-based recipes. By transforming unused crops, we create healthier food solutions that combine great taste with a reduced environmental impact. Together, we can innovate and elevate the future of food manufacturing.



Lower CO₂ footprint, healthier choices

Our versatile products elevate a wide range of food categories, from sausages and burgers to breads, pastries, sauces, and even pet food - offering sustainability alongside great taste and mouthfeel that consumers adore. By sourcing our ingredients, food manufacturers can lower CO₂ emissions to meet Scope 3 targets, reduce production costs, and enhance the nutritional profile of their products - achieving a true 'triple' win.

Work with us

To find out more, work with us or request samples:

www.upp.farm

www.freya.food

E: welcome@upp.farm

Our model

We tackle two critical challenges in the global food system: creating sustainable alternatives to animal-derived protein and addressing food security issues caused by declining farm labour.

Our solution lies in a cutting-edge technology 'stack' that integrates advanced tools, including a patent-protected automated selective harvester, machine learning algorithms, data analytics, and a patent-filed production process.

Using this approach, we autonomously harvest broccoli with greater efficiency, reduced waste, and deliver significant cost savings to farmers. From the unused plants and stems (side streams), our patent-filed production process creates versatile hypoallergenic, sustainable protein and fibre ingredients. These ingredients are ideal for creating affordable, nutritionally complete products tailored to meet the demands of a new generation of conscious consumers.

The final piece of our stack is the powerful 'big data' we generate. By providing farmers with actionable insights, we help them optimise their harvests and crops, driving even greater efficiency and sustainability across the agricultural supply chain.