



1380 MONROE ST. NW #229
WASHINGTON, DC 20010

February 2019: Highlights

Small Bites

- Good Food Conference 2019 registration is open! Check out www.GoodFoodConference.com to see our Sizzle Reel from last year, view sponsorship opportunities, and register to attend.
- December saw the close of GFI's second full year of mission impact, as showcased in our just-released [2018 Year in Review](#). The report highlights how gift and grant support has empowered GFI to accelerate the global transition to plant-based and cell-based meat, eggs, and dairy by harnessing food innovation and markets. THANK YOU to everyone in our family of supporters for making this progress possible, and please share the report widely!
- Scientific Foundations Liaison Dr. Erin Rees Clayton, in coordination with the Communications team, announced the 14 recipients of GFI's Inaugural Competitive Research Grant Program, which will fund \$3 million in open-access research worldwide. Check [our blog](#) for details.
- The Indian government made public its agreement to set up a Centre of Excellence in Cellular Agriculture along with the government-owned Institute of Chemical Technology (ICT) at a roundtable event in Mumbai at the Chief Minister's guest house. GFI Managing Director-India Varun Deshpande and ICT head Dr. GD Yadav presented to the Minister for Higher and Technical Education, who is excited to start fundraising for what aims to be the world's first dedicated government research center for cell-based meat.
- The Policy team responded in full force to legislative efforts to censor the labels of plant-based and cell-based meat. We wrote to 450 legislators, met in-person with more than 60 elected officials at state houses around the country, developed talking points and oral testimony for 15 states, and coached colleagues who lobbied in six states. Read on for the full rundown of our cross-department, multi-organizational efforts.
- Senior Policy Specialist Dr. Ken Forsberg celebrated a significant legislative win with the fiscal 2019 agriculture appropriations bill signed into law *without* the rider on cell-based meat we vigorously opposed. The rider would have given sole jurisdiction over cell-based meat products from livestock and poultry to USDA and required that the agency promulgate new regulations.
- Director of International Engagement Nicole Rawling, Esq. and Senior Scientist Dr. Liz Specht presented at the HansonWade summit on [Industrializing Cell-Based Meats](#) in San Francisco. Their topics included international regulations related to clean meat and industry-academic-government collaborations to advance the clean meat industry.
- SciTech Director Dr. David Welch met with several members of the USDA's Foreign Agricultural Service to provide an overview of the cell-based meat industry, answer technical questions, and establish GFI as a resource for embassies looking for information on the industry.
- *Fantástico* has been the #1 Sunday Brazilian TV show since 1973, with an audience of 45 million people; this month, the show produced a feature on plant-based and clean meat, and they interviewed Managing Director-Brazil Gus Guadagnini. The program was also [uploaded to their website](#) and transmitted in Portuguese to 77 countries.
- *The New York Times*, *Nature*, *CBS Morning News*, both the Associated Press and the Canadian Press, *Vox*, and virtually every media outlet in India featured stories on GFI or our campaigns (as detailed in media highlights, below).

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Policy Highlights

- The Policy team met or spoke with nearly 130 elected officials, industry executives, lobbyists, lawyers, and journalists this month, including the 60 state legislators mentioned above, 14 companies, 14 nonprofit organizations, seven members of the press, two law firms, and the director of a law program at a world-renowned university.
- In addition to managing contract lobbyists in five states and leading a coalition of 10 organizations opposing the state label censorship bills, the Policy team was also busy this month traveling to a number of state houses to lobby against label censorship: Policy Coordinator Cameron Meyer Shorb traveled to Oklahoma City; Staff Attorney Nicole Manu, Esq., traveled to Bismarck, North Dakota; Senior Regulatory Specialist Dr. Elan Abrell, J.D., traveled to Helena, Montana; and Paralegal Mark Onley returned to Pierre, South Dakota.
- This campaign has been an incredible cross-departmental effort, with lobbying support from team members who happen to live in or near key states: Matt Ball (Communications, Arizona), Caroline Bushnell (Corporate Engagement, Colorado), Dr. Erin Rees Clayton (SciTech, South Dakota), Dr. Keri Szejda (Innovation, Arizona), Zak Weston (Corporate Engagement, Indiana), and Victoria Wheeler (Development, Kentucky).
- Director of Policy Jessica Almy, Esq., spoke on a panel with Deepti Kulkarni of Sidley Austin and Brian Ronholm of Arent Fox at the Food Policy Impact Conference hosted by the Institute of Food Technologists and the American Society for Nutrition. Jessica's presentation on the label censorship bills was well-received by the audience of nutritionists and food industry members.
- GFI is not alone in thinking these label censorship bills don't pass the smell test. Across the country, legislators and others considering these bills have agreed that they are unnecessary and potentially harmful. Jessica worked with the R Street Institute to ensure that [the Institute's letter opposing label censorship bills](#) included cell-based meat. Arizona State Representative Cesar Chavez explained: "[T]he consumer is smart enough to make the decision of putting whatever they want into their own body." Want to know what other key players think of these bills? Check out our [one-pager](#).
- Ken met with staff from 14 congressional offices to discuss plant-based and cell-based meat, regulatory developments, and possible fiscal 2020 report language supporting federal funding of research on related topics.
- Mark participated in the National Association of State Departments of Agriculture's 2019 Winter Policy Conference in Virginia to learn more about the concerns and priorities of state agriculture officials across the country, especially related to cell-based and plant-based meat labeling.
- Senior Regulatory Counsel Elizabeth Derbes, Esq., presented a detailed summary of the U.S. policy landscape around plant-based and cell-based meat to a major, mission-aligned philanthropist and investor who is considering supporting policy interventions to advance the industry.

Science & Technology Highlights

- The SciTech team met with more than 100 scientists, contractors, investors, government officials, industry heads, journalists, and entrepreneurs, including 25 from academia, nine research funders, eight from the media industry, and 30 from the food and life science industries to assist with key SciTech projects and educate the scientific community. Noteworthy meetings included: conversations with multiple co-manufacturers to assess interest in serving the

plant-based meat industry; discussions with scientists in the USA, UK, Singapore, and Brazil interested in the plant-based and cell-based meat, egg, and dairy industries; and meetings with Lonza, GE, 3M, a large impact investment firm, and a large global meat company.

- David attended the Foundation for Food and Agriculture Research's [Foster our Future](#) and [Harvest for Health](#) events to learn about the current state of the food and agricultural systems and funding opportunities, discuss opportunities for more research and innovation in plant-based and cell-based meat, egg, and dairy products, and connect with industry leaders.
- David and Liz spoke with a team from GE Life Sciences on the current state of the cell-based meat industry and opportunities for GE's technologies.
- Erin submitted a letter on the need for cell-based meat research centers to the National Science Foundation. The letter was in response to a request for stakeholder input regarding suggestions for cross-cutting biology research questions in need of integrated research institutes.
- Academic Research Advisor Dr. Allison Berke and Elizabeth Derbes delivered a video presentation on plant-based and cell-based meat science and regulation for the LL.M. in Agricultural and Food Law cohort at the University of Arkansas School of Law.

Corporate Engagement Highlights

- The Corporate Engagement team spoke with 14 plant-based manufacturers, four foodservice companies, eight big food and meat companies, and four retailers.
- Director of Corporate Engagement Alison Rabschnuk and Foodservice Analyst Zak Weston were the guest presenters on a co-branded GFI/Unilever webinar for more than 200 foodservice operators. The webinar covered nutrition, market data, recommendations for promoting plant-based dishes, and several plant-based recipes.
- Corporate Engagement Strategist Emma Ignaszewski led the development and distribution of the inaugural [Plant-Based Guide to Expo West](#). The guide, co-branded with conference organizer NEXT, features categorized exhibitor profiles, session descriptions, highlights on the state of the industry, and a snapshot of GFI's free technical assistance services.
- We released the 3rd edition of the Plant-Based Insider, which provides unique and relevant opportunities for plant-based manufacturers and big food and meat companies. Want to join our list of 500+ insiders? [Click here](#) to subscribe.
- Zak presented on a panel on sustainability at the Restaurants Canada trade show, the premier Canadian foodservice and hospitality event, which this year showcased cutting-edge products that promote sustainability. During the show, Zak spoke with a group buying organization and three foodservice distributors — Sysco, Chef's Warehouse, and GFS. He also met with multiple manufacturers at the Restaurants Canada show: Beyond Meat, Daiya, Sol Cuisine, Kraft Heinz, Oat Deal, EcoIdeas, Dr. Praeger's, My Little Chickpea, and Tofurky.
- Alison spoke with the Institute on Science for Global Policy to coordinate GFI participation in their upcoming event and participated in an advisory board call with the organizers of Plant Based World Expo to share ideas for speakers. She also worked with the Culinary Institute of America to develop a GFI-led sponsorship at their inaugural Plant-Forward Culinary Summit and pitched it to about eight plant-based manufacturers whose products would be available for chefs to use during the hands-on culinary training.
- Associate Director of Corporate Engagement Caroline Bushnell shared a presentation on merchandising plant-based meat with one of the top U.S. grocery chains. Caroline delivered two presentations on a variety of topics related to plant-based foods to one of the top natural food retailers.

Innovation Highlights

- The Innovation Department team held 19 meetings with entrepreneurs, seven meetings with investors, and three meetings with behavioral researchers. Notable connections included linking the founders of a plant-based dairy company with contract packing partners and potential investors and working internationally with a Norwegian plant-based meat company on scaling their existing production and reformulating for cleaner ingredient labeling.
- Business Analyst Brianna Cameron conducted outreach to grow the [GFI Investor Directory](#) to now include 70 firms. The recently launched directory contains a tailored list of investors interested in plant-based foods, cell-based meat, and other innovative alternatives to animal products. The directory includes details such as the types of investments these investors are looking for, at what stages and how much they typically invest, and their contact info. Accredited investors can join the directory by filling out this [form](#). Alternative protein startups who are currently fundraising or have closed a funding round successfully can request access to the directory by [emailing Brianna](#).
- Business Analyst Shannon O’Neill facilitated the GFIdeas call this month. [Brian Plattner](#), Process Technology Director of Food & Industrial Products at [Wenger](#), gave an engaging and technical presentation on considerations for developing and scaling up production of plant-based meat. Check out the [recording](#) and [slide deck](#).
- Senior Consumer Research Scientist Dr. Keri Szejda was co-author on an [article](#) in the academic journal *Frontiers in Sustainable Food Systems*’ special issue on cellular agriculture. The article compares plant-based and clean meat consumer acceptance in the US, India, and China.
- Shannon reviewed pitch decks for two early-stage startups: a plant-based meat subscription box service and a company developing serum-free media.
- Shannon and Brianna, working closely with the Corporate Engagement, Policy, and SciTech teams, drafted the State of the Industry Reports for plant-based food and cell-based meat. The full reports will be published next month.
- Bruce delivered a closing presentation on plant-based and cell-based technology during the 37th Annual Sit Investment Associates Client Workshop, which was organized by a Minneapolis-based investment management firm and held in Scottsdale, Arizona.

International Engagement Highlights

- GFI India Corporate Engagement Specialist Dhruvi Narsaria initiated corporate outreach for our Bill & Melinda Gates Foundation-funded project to develop an open-access database on millets, meant to stimulate corporate investment in millet-based protein foods. She met with some well-connected intermediaries, including a Minister of Parliament and the MD of Credit Suisse India. She also met with consultants at Bain and McKinsey who are opening doors for us and giving us valuable insight into driving product development.
- Two of our generous supporters in Brazil put on an exclusive event at their house for over 100 influential business people and investors. Managing Director-Brazil Gustavo Guadagnini and Associate Director of International Engagement Stephanie von Stein delivered presentations on GFI and the impact of our work internationally and in Brazil.

Media Highlights (a small fraction of our coverage this month)

- [The New York Times](#) quoted Jessica Almy in their coverage of the state label-censorship bills. That story was widely picked up and also prompted other stories (e.g. [Gizmodo](#)).

- [Nature](#) featured an article GFI's Competitive Grant program. They shared it on [Facebook](#) and [Twitter](#) and their [Daily Briefing](#). It was featured on their front page. [Nature's print edition](#) also ran the story. (See right.)
- [CBS This Morning](#) featured Bruce in their *excellent* piece on plant-based seafood. ([Twitter version](#).)
- [The Associated Press](#) article on Israel and clean meat covered GFI's Israeli grant recipient. It was picked up widely, including the [New York Times](#), the [New York Post](#), [Phys.org](#), and the [Minneapolis Star Tribune](#).
- The Canadian Press' coverage of GFI's competitive grants recipients landed on [CTV News](#) and was covered by [The National Post](#) and [The Star](#) and [HuffPo](#) and [The Guardian](#) and [way way way more places](#).
- [The Times of India](#) and many other outlets covered GFI India's work to establish a clean meat research facility in Mumbai.
- Bruce was [interviewed by the Israeli TV station i24](#) about a recent UN report on food biodiversity. He steered the conversation to plant-based and clean meat.
- Elizabeth discussed GFI and cell-based meat on Vox Media's *Consider It*, a [Facebook Watch](#) show hosted by Liz Plank and Shermichael Singleton.

NEWS IN FOCUS

DIAGNOSTICS Science stalls, five years after a revolution promised change [p.162](#) | **CLIMATE** Methane spewed by tropical Africa could help solve mystery [p.165](#) | **DISASTER** Myanmar leads way in earthquake monitoring [p.166](#) | **ARCHAEOLOGY** Medical training helps a researcher to explain ancient Maya traditions [p.168](#)



Creating a lab-grown version of this bacon cheeseburger is costly and difficult.

BIOTECHNOLOGY

Lab-grown meat gets rare funding boost

'Clean meat' firms have raised millions of dollars, but academic research lags behind.

New Additions

- In February, GFI welcomed three new team members to the organization!
 - Sarah David, General Counsel: Sarah built a 20+ year career at United Technologies Corporation, a diversified Fortune 50 industrial company that supports the building and aerospace industries worldwide. She most recently served as Vice President and General Counsel at UTC, where she managed a team of 300+ personnel across 60+ locations.
 - Jen Lamy, Sustainable Seafood Initiative Manager: Jen is our first hire for the Sustainable Seafood Initiative, an undertaking dedicated to bringing plant-based and cell-based seafood to the market. Before joining GFI, Jen served as a senior associate on the Policy team at Ceres, a sustainability-focused nonprofit organization.
 - Richard Parr, Managing Director-Europe: Richard worked as Special Adviser to UK Prime Minister David Cameron from 2012-16 and as Special Adviser to the Secretary of State for International Development from 2010-12 and 2016-18. His core focus was on international development policy: he worked on the formation of the UN Sustainable Development Goals and the UK Government's G8 Presidency agenda. He was also proud to work on strengthening protections for farmed animals in UK policy.

Top Blogs

- [Tyson Announces Animal-Free Products Coming in 2019](#): Tyson's distribution, infrastructure, and branding will help take the animal-free meat market to the next level.
- [Wild Type Economic Case for Cell-Based Meat](#): What if you don't care about the environment, public health, or animal welfare? Even then, cell-based meat makes a lot of sense.

- [Emmy-winner Alfre Woodard Interviews Bruce Friedrich for the Smithsonian](#): In an “epic creative marathon,” astrophysicists, filmmakers, chefs, inventors and more gathered to discuss the ideas that make the future look bright.
- [Clean meat’s advantages over conventional meat are many and will grow over time](#): A new study calculates that even in the absolute worst-case energy scenario, clean meat is better for our climate than conventional meat for hundreds of years. *Note: This is NOT how most of the media covered the story!*
- [What's Missing from the Biggest Menus?](#): Some of the top 100 restaurant chains have majorly upped their plant-based burger game. (*Hurray!*) Read on to get our take on the plant-based dishes they should explore next.

Powering GFI’s Global Impact and How You Can Help!

GFI is entirely powered by the generosity of our family of supporters, which has allowed us to continue investing in our greatest asset: our team. We’re thrilled to have four positions currently open on our website, including a Legal Counsel, Graphic Designer, and Policy Assistant. Get details [here!](#)

We’d be grateful if you would support our hiring efforts by sharing these opportunities with your networks. Need help describing why someone should work here beyond the opportunity to work with a team of good food warriors creating a healthy, sustainable, and just food system? No problem! Content specialist Mary Allen wrote up her top [12 Reasons You Want to Work at GFI](#). (*Hint: we’ve got sunshine and bliss!*). You might also want to see what anonymous team members are saying on [Glass Door](#).

Finally, if you haven’t yet followed us on Twitter ([@GoodFoodInst](#)), please do! There is no better way to keep tabs on everything you need to know about the world of plant-based and cell-based foods. If you’re most interested in the science behind these foods, we’ve got you covered! This month, GFI’s SciTech team launched the designated Twitter handle [@GoodFoodScience](#).

As always, if you or someone you know would like to learn more about making a gift to support the work you read about in our Monthly Highlights, please contact Director of Development [Clare Bland](#).

From everyone on [Team GFI](#), thank you for your compassion, support, and feedback!

Sincerely,



Bruce Friedrich
Co-Founder and Executive Director

p.s. Know someone who might like to receive our Monthly Highlights? Feel free to pass February’s edition along and ask them to [drop me an email](#) to receive them going forward.