



THE
GOOD FOOD
INSTITUTE



NOURISHING THE WORLD SUSTAINABLY

2018 Year in Review



YOUR SUPPORT IN ACTION



VISION

A sustainable, healthy, and just food system



MISSION

To harness the power of food innovation and markets to accelerate the transition of the global food system to plant-based and cell-based meat, eggs, and dairy.



Dear Friend,

2018 was a landmark year for sustainable protein. I hope that after reading this report, you arrive at the same conclusion I have: **we can nourish the world sustainably.**

Through the support of generous donors like you, The Good Food Institute is leveraging the power of markets and food innovation to accelerate plant-based and cell-based meat. Thank you for sharing our commitment to creating a healthy, just, and sustainable food system.

Your partnership fueled GFI's continued growth as we expanded our initiatives in the United States and broadened our global impact. You powered our work to foster innovation, mentor startups, accelerate the science of sustainable protein, forge partnerships with big food corporations, and advocate for a level playing field through work in Congress and with regulatory agencies.

With your support, we galvanized investment in open-access scientific research. We convened leading scientists, founders, investors, and industry incumbents at our inaugural Good Food Conference. We defended the use of clear, communicative terms like "almond milk" and "plant-based burger" against regulatory and statutory challenges at the federal and state levels. Every initiative detailed in this report was designed to accelerate the shift toward foods produced in a way that is better for the earth, food security, public health, and animals.

The challenges inherent to our food supply are solvable. With your continued support, we will solve them. Together, we can create a resilient, just means of feeding 10 billion people by 2050.

I invite you to join us as we look back and celebrate the progress you made possible in 2018.

With gratitude and optimism,

Bruce Friedrich
Co-Founder & Executive Director



THE YEAR IN NUMBERS

4,867

GFI Media Hits in 2018

Including in the *New York Times*, *Wall Street Journal*, *USA Today*, *New Scientist*, *Wired*, and *National Geographic* (up from 2,664 in 2017, 579 in 2016, and 3 in 2015!)

160+

Presentations Globally about Plant-Based and Clean Meat Innovation

At venues including the World Bank, Stanford and Harvard Business Schools, and USDA's National Institute of Food and Agriculture

2,690+

High-Impact Meetings

With venture capital firms, big meat companies, entrepreneurs, suppliers, distributors, retailers, and other influential stakeholders across the food system

535

Congressional Offices Routinely Receiving GFI Materials

Including 62 in-person office visits by our Policy team, which has the only full-time plant-based and cell-based meat lobbyist in Washington

4,900+

People Watching The Good Food Conference

Which sold out six weeks early, with more than 500 attendees and 4,400 livestream viewers

66

Proposals for GFI's Inaugural Competitive Research Grant Program

Submitted by scientists in 18 different countries for vital, open-access research in plant-based and clean meat

Vox

These Are the Charities Where Your Money Will Do the Most Good

BY DYLAN MATTHEWS

3 YEARS AS A TOP CHARITY



"For the third year in a row – following an in-depth evaluation of their strategy, transparency, impact, and workplace culture – ACE is delighted to recommend The Good Food Institute as a Top Charity. We are impressed with their unique focus on using food innovation and markets to make a better world. GFI is a highly effective nonprofit for donors seeking to replace industrial animal agriculture with sustainable and humane alternatives."

– SOFIA DAVIS-FOGEL, MANAGING DIRECTOR, ACE



The Good Food Institute is a 501(c)(3) nonprofit organization - Tax ID 81-0840578. We are powered by philanthropy, relying on gifts and grants from our family of supporters to fulfill our mission. Find our financials at www.gfi.org.

GFI AT-A-GLANCE

CHALLENGE

Conventional animal agriculture is a significant contributor to the world's most pressing problems:



Global Food Insecurity

Growing crops to feed them to farm animals is inherently inefficient, driving up the price of grains and legumes and entrenching global poverty.



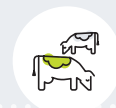
Environmental Degradation

Conventional animal agriculture is a top contributor to climate change, water depletion and pollution, rainforest destruction, and loss of biodiversity.



Antibiotic Resistance

The vast majority of antibiotics used are administered to farm animals. This is accelerating the evolution of antibiotic-resistant bacteria.



Needless Suffering

Conventional animal agriculture subjects animals to extreme confinement, trauma, and painful mutilations.

SOLUTION

Leverage food innovation and markets to transform agriculture, decreasing reliance on farm animals and accelerating the development of plant-based and cell-based meat, eggs, and dairy.



PLANT-BASED MEAT

noun

1: a combination of proteins, fats, minerals, and water – all the components of animal meat – sourced directly from plants

2: food made from plants designed to replace conventional animal meat



CELL-BASED MEAT

noun

synonyms: clean meat; cultured meat

1: meat produced from a small sample of animal cells replicated outside of the animal

2: animal meat made without antibiotics, fecal contamination, or slaughter

WHAT WE DO

GFI is accelerating the shift to a sustainable, healthy, and just food system.

HOW WE DO IT

GFI is building a base of scientific knowledge, sparking innovation, engaging corporations, and influencing policymakers through our five key areas of work:



SCIENCE & TECHNOLOGY

Advancing and sharing the foundational science of plant-based and cell-based meat



INNOVATION

Helping innovators build successful companies and steering private sector funding to the cause of a sustainable and just food system



CORPORATE ENGAGEMENT

Building relationships with the world's biggest food companies to mobilize resources for plant-based and cell-based meat



POLICY

Advocating for fair regulation of plant-based and cell-based meat and lobbying for government investment in sustainable protein R&D



INTERNATIONAL ENGAGEMENT

Working with governments, scientists, corporations, and innovators in Brazil, India, Asia-Pacific, Israel, and Europe

*Together,
we are putting
sustainable
protein on
the menu.*

The Atlantic

How Will We Feed the New Global Middle Class?

BY BRUCE FRIEDRICH, EXECUTIVE DIRECTOR, GFI

"Plant-based meats are getting closer and closer to mimicking animal-based meat, and 'clean meat' – real meat grown directly from animal cells outside of an animal – is not far from commercialization. These two technologies may prove to be humanity's salvation."

POWERED BY PHILANTHROPY

GFI is fueled entirely by gifts and grants from our family of supporters. All the progress highlighted in this report is only possible thanks to friends like you. *Thank you!*



Ari Nessel

"Before GFI was launched, I thought the transition of society away from animal products to more humane and healthy foods would take 100 years or more. Thanks to GFI, I now believe that my dream of a world without the industrial farming of animals might actually happen in my lifetime. Our global food system is broken, but GFI is forging a new way."

Ana Fazoli

**Senior Program Officer, Nutrition Private Sector Partnerships
Bill & Melinda Gates Foundation**

**BILL & MELINDA
GATES foundation**

"With nearly 200 million people suffering from malnutrition in India, we must develop long-term solutions to deliver essential nutrients to those in need. By harnessing the potential of local food crops, our goal is to create sustainable models for developing nutritious, plant-based food that India's lower-income populations can afford. The Bill & Melinda Gates Foundation looks forward to partnering with GFI as we work toward ending malnutrition in India and beyond."



Dan Smith

DoubleUpDrive



"Our philanthropy is entirely focused on doing the most possible good in the world, which is why we chose GFI as one of 10 high-impact charities to support in DoubleUpDrive's Matching Challenge."

GFI's work is important, tractable, and neglected: there's vast potential and an urgent need to produce meat, dairy, and eggs without animals. GFI is leading the way."

Delaney Berman

"I'm a monthly donor to GFI, and more than any other charity to which I give, GFI keeps me updated on what their amazing team of scientists, entrepreneurs, lobbyists, and corporate engagement experts is doing. If you don't currently receive GFI's monthly highlights, I recommend that you contact them. Every month, I'm moved by how thoughtful, impactful, and efficient GFI's work is. It's an honor to support them."



MEETING FOR THE FUTURE OF MEAT



This first-of-its-kind event convened scientists, entrepreneurs, investors, policymakers, major food corporations, and companies working in good food innovation and supporting technologies.

Highlights from the GFC 2018



World-Class Speakers

Panelists included Memphis Meats CEO & Co-Founder Uma Valeti, Former United States Secretary of Agriculture Ann Veneman (above), and Impossible Foods CEO & Founder Pat Brown.

Global Media

Journalists from the *New York Times*, *Wall Street Journal*, *BBC*, *Good Morning America*, and other top outlets moderated panel discussions.

Generous Sponsors

Thanks to all our sponsors! We tasted the future with meals gifted by Beyond Meat, Impossible Foods, Good Catch, Ocean Hugger Foods, MorningStar Farms, and more.



Pursuing a Once-Impossible Goal: Kosher Bacon

BY NATHANIEL POPPER

Our panel on faith communities and clean meat, moderated by New York Times reporter Nathaniel Popper, began the conversation that sparked this story.



GFC 2018 Video Library
goodfoodconference.com

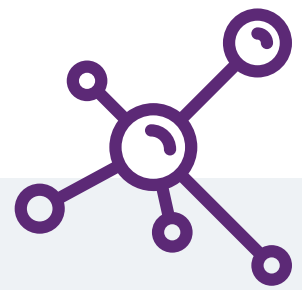


"Entrepreneurs, scientists, venture capitalists, technologists, engineers and foodies alike gathered for two days to talk about the future of alternative proteins and how to make them better, safer, faster, more affordable and more sustainably through emerging technologies. It was an amazing experience."

– TOM MASTROBUONI, CFO, TYSON VENTURES

"It's great to see this many people this passionate. Not just idealistic but actually getting things done. We're delighted to be at this conference. This is the ecosystem of our peers."

– SETH GOLDMAN, EXECUTIVE CHAIRMAN, BEYOND MEAT

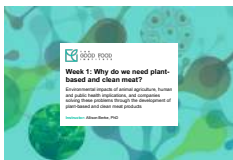


ACCELERATING THE SCIENCE OF PLANT-BASED AND CLEAN MEAT

Our SciTech Team's Key Accomplishments in 2018:

Competitive Research Grant Programs

To stimulate novel ideas and close critical research gaps, GFI launched a competitive research grant program for plant-based and clean meat R&D. These grants will fund the first phase of vital research and connect researchers with prospective private sector partners or sources of additional funding. More than 66 applicants from 18 countries applied for funding in this inaugural round.



Plant-Based and Cell-Based Meat Courses

GFI is focused on bringing new interest and talent to this space. To this end we:

- **Launched** a course at Stanford University on plant-based and cell-based meat;
- **Partnered** with UC Berkeley to establish a course that sparked the creation of a permanent "Program for Meat Alternatives" and Plant-Based Meat Innovation Lab; and
- **Developed** a Plant-Based and Cell-Based Meat Massive Open Online Course (MOOC), a free course for anyone and everyone.



"GFI has really put clean meat on the map for us. We're grateful to have GFI's team of scientists analyzing the areas of need in this burgeoning industry and driving conversations about how existing players can become partners in progress. We look forward to continued collaboration!"

— LAVANYA ANANDAN, HEAD OF INNOVATION FIELD, CLEAN MEAT & FUTURE FOODS, MERCK KGAA



SciTech Director Dr. David Welch speaks at the Next-Gen Good Food International Forum in Beijing.

Speaking Engagements

GFI engaged scientists across industry and academia through speaking engagements at a wide variety of forums, including USDA's National Institute of Food and Agriculture, the World Bank's International Consortium on Applied Bioeconomy Research, and the American Meat Science Association's Annual Reciprocal Meat Conference. GFI organized two panels at the nation's largest conference for food technologists, IFT.

Top Universities List

The SciTech team identified academic institutions around the world with the infrastructure and scientific expertise needed to advance plant-based and clean meat research. We released a list of the top universities poised to become global leaders in this space and conducted strategic outreach to encourage institutional investment in accelerating the science of plant-based and clean meat.

SCITECH IN THE NEWS



Menu of the Future

By Tracie McMillan

"Meat grown from animal cells and brought to edible size...is rapidly nearing in-store debuts."



Could meat be replaced?

By Razia Iqbal

"People like Bill Gates, Richard Branson, and Li Ka-shing...are calling this the future of food." — Bruce Friedrich, Executive Director, GFI

NewScientist

"The vegan market is growing, but that's not what is driving this trend...These products are now catering to true omnivores, who enjoy the taste of meat and are just looking for more options. That's what's spurring innovation."

— Dr. Liz Specht, Senior Scientist, GFI

WALL STREET JOURNAL

Cell-Grown Meat Is Better for All of Nature

By Bruce Friedrich, Executive Director, GFI

"Of course, with greater efficiency comes greater profit."



"To be able to take a few cells from a tuna and actually get tuna meat...without having the whole animal...it's a fascinating concept and one that we really ought to be embracing." – Dr. Sylvia Earle, The Good Food Conference 2018

Dr. Sylvia Earle in conversation with GFI Senior Scientist Dr. Liz Specht at The Good Food Conference 2018

SEAFOOD WITHOUT SACRIFICE

Our *Sustainable Seafood Initiative* aims to accelerate plant-based and cell-based seafood to satisfy consumer demand while protecting human and ecological health. Our action paper "An Ocean of Opportunity" outlines the vast potential of these technologies.

Senior Scientist Dr. Liz Specht launched the initiative at The Good Food Conference in conversation with Dr. Sylvia Earle, President & Chairman at Mission Blue and Former Chief Scientist at NOAA, pictured above.

SCIENTIFIC PUBLICATIONS

GFI is bringing good food innovation to the fore in scientific communities. Our SciTech team:

Rocked the cover of *Food Technology*, the trade journal for the world's largest food science professional society.

Published a chapter on making meat without animals in the *Encyclopedia of Food Chemistry*.

Supported cross-industry collaboration with a paper in the *Biochemical Engineering Journal*.

Reached scientific thought leaders with a letter in the *Proceedings of the National Academy of Sciences*.

For these and other GFI open-access materials, visit gfi.org/essentials



"The GFI team has been extraordinarily valuable to our company and to the entire industry of cell-based and plant-based meats. I often use GFI's scientific publications, and especially their 'Ocean of Opportunity Action Paper,' in my meetings with investors, potential employees, and the media."

– LOU COOPERHOUSE, CO-FOUNDER, PRESIDENT & CEO, BLUENALU

WSJ

Fish: The Final Frontier in Fake Meat
BY ANNE MARIE CHAKER



GROWING THE MARKETS FOR PLANT-BASED AND CLEAN MEAT

Our Innovation Team's Key Accomplishments in 2018:

Mentoring Startups

Our Innovation team supports good food startups and creates resources to ensure that no entrepreneur has to reinvent the wheel. Read about The Good Food Startup Manual on page 12.

Campus Fellows

We launched a fellowship program to inspire the brightest, most driven scientists and entrepreneurs to start or join plant-based and clean meat companies. Our Campus Fellows at schools including Yale, Berkeley, and University of Chicago work to ensure that every graduate from a top business school in the U.S. is aware of the opportunities in plant-based and clean meat.

High-Impact Events



GFI Innovation Director Brad Barbera speaks at the EAT Stockholm Food Forum.

As part of our initiative to reach the business leaders of today and tomorrow, we held forums on plant-based and clean meat at the Stanford School of Business, Kellogg School of Management, and Wharton School, with moderators from

The Wall Street Journal, *The Guardian*, and *The Philadelphia Inquirer*, and participants from Memphis Meats, Kraft Heinz, Clara Foods, JUST, Tyson Foods, and more.



"The Innovation team has helped us better understand the market data, position our product strategically, and connect with investor groups. When I pitched on stage at The Good Food Conference, I got a grant that same day."

— Chef Chew, Founder, Something Better Foods

Pitching Investors

Y Combinator

GFI participated in Y Combinator, the accelerator for early-stage startups best known for funding Airbnb and Dropbox. We pitched investing in plant-based and clean meat to a group of more than 600 investors with thousands more on video livestream and participated in dozens of one-on-one meetings with the investors who "liked" GFI's pitch and expressed interest in tapping into our networks.

Consumer Research

Senior Consumer Research Scientist Dr. Keri Szejda conducted multiple studies to answer pressing questions for plant-based and clean meat market success. We also launched a community for researchers to collaborate and share resources. This collaborative group is helping develop new research on the best strategies for generating greater consumer enthusiasm for plant-based and clean meat.

INNOVATION IN THE NEWS

FAST COMPANY

Y Combinator is funding a nonprofit that advocates for meat alternatives

By Adele Peters

"GFI is one of three nonprofits in the entire summer batch. 'We need more than just founders,' says [Y Combinator Partner Gustaf] Alstromer. 'We need an entire ecosystem.'"

Los Angeles Times

Is in vitro Meat the new in vitro fertilization?

By Bruce Friedrich, Executive Director, GFI

"Polls consistently show that the public really doesn't like industrial farms...Once we can offer...people the animal meat they want without that discomfort, clean meat will be the obvious choice."



NBC NEWS

Bill Gates and Richard Branson are betting lab-grown meat might be the food of the future

By Rick Morgan

"People are eating meat now despite how it's produced; they're not eating meat because of how it's produced."
— Bruce Friedrich, Executive Director, GFI

CORPORATE ENGAGEMENT

FACILITATING FOOD COMPANY TRANSFORMATION



Our Corporate Engagement Team's Key Accomplishments in 2018:

Engaging Big Food

GFI presented an overview of the plant-based and cell-based meat sectors to executives from some of the largest food and meat companies in the U.S., including CEOs and CFOs, board chairs, and representatives from marketing, innovation, and business development. These companies have requested GFI's continued engagement as they explore investing in or acquiring plant-based and cell-based products and companies.

Scoring the Restaurant Sector

We released the inaugural Good Food Restaurant Scorecard, which evaluates the top 100 restaurant chains in the U.S. on the breadth and depth of their plant-based menu options. We then shared the scorecard with more than 400 executives at the top 100 U.S. restaurant chains and met with more than a dozen chains to encourage them to increase their plant-based options and market them in a way that appeals to flexitarian consumers.

Plant-Based Insider Newsletter

We launched the Plant-Based Insider, a newsletter to share plant-based industry resources and opportunities with food companies. Through this high-engagement platform, we promoted a Request for Proposals for a large foodservice company looking to add a new plant-based entrée and ultimately organized a proposal with details from nine plant-based manufacturers. Email corporateengagement@gfi.org to subscribe.

Plant-Based Market Data

GFI commissioned and reported the second annual Nielsen survey of U.S. retail sales of plant-based foods. Read about the skyrocketing plant-based market on page 12.

High-Impact Events



GFI Senior Marketing Manager Caroline Bushnell savors a plant-based slice at Expo East.

The Corporate Engagement team put plant-based and cell-based meat center stage at myriad events, ranging from the CIA's Menus of Change Conference to the AGRI Tech Venture Forum. At Expo West, Corporate Engagement Director Alison Rabschnuk presented with Sergio Eleuterio, General Manager of Springboard, Kraft Heinz's incubator, to announce the relaunch of BOCA.



"MorningStar Farms greatly values our partnership with GFI. The GFI team has proven to be extremely knowledgeable, passionate, and resourceful. We look forward to strengthening our partnership in 2019."

— BRADEN M. BENNIE, SENIOR BRAND MANAGER, MORNINGSTAR FARMS, KELLOGG COMPANY

CORPORATE ENGAGEMENT IN THE NEWS



Mimicking Meat, Seafood, and Dairy (cover story)

By Carolyn Doris

"Animal meat is as good as it can get. But plant-based meat will continue to get better and diversify."

— Alison Rabschnuk, Corporate Engagement Director, GFI



Oat milk sales surge as more consumers go dairy-free

By Emiko Terazono

"Oat milk is one of the latest types of plant-based milk to really take off, but many other types of plant-based milk are also rapidly growing, including pea, macadamia, hazelnut, and flax."

— Caroline Bushnell, Senior Marketing Manager, GFI



Have Your Pig And Eat It, Too? A Look At The Future Of Meat

By Amory Sivertson

"New data show that sales of plant-based meat products grew 23 percent over the last year."



Why all your favorite burger chains are going vegetarian

By Jeanette Settembrel

"This is something we see as not a fad, but a new normal..."

— Jamie Richardson, Vice President, White Castle

THE GOOD FOOD STARTUP MANUAL



This extensive guide walks entrepreneurs through launching a plant-based or clean meat company, with insights from food tech entrepreneurs, best practices, potential barriers to success, and recommended resources.

Our GFideas entrepreneurial community includes more than 500 entrepreneurs who swap insights, learn from industry insiders, and – with a little luck – meet the perfect co-founder.

NIELSEN DATA

For the second year, GFI commissioned and released custom Nielsen data on the U.S. retail sales of plant-based foods. Our web portal offers companies and media an overview of the accelerating plant-based market, now worth over \$3.7B domestically.

\$10B

The opportunity for plant-based meats to reach share-of-market parity with plant-based milks is worth over \$10B.



Plant-based meat sales are growing by double-digits in every region of the country.

23%

Dollar sales of plant-based meat grew 23% in the past year.



37% of all U.S. households purchase plant-based milk, which is more than 45 million households.

Our analysis has been cited by:



Bloomberg

FASTCOMPANY



Forbes



WSJ

The Washington Post

See the stats at gfi.org/marketresearch



"New Age Meats is a GFI success story. We met through the GFideas forum, and GFI has helped us along the way. We're making clean meat using automated cell culture and rapid R&D, and GFI's expertise and open-access resources have been invaluable in developing both our product and company."

– BRIAN SPEARS, CEO & CO-FOUNDER, NEW AGE MEATS

FASTCOMPANY

People Are Really, Really Into Plant-Based Meat These Days

BY EILLIE ANZILOTTI, FAST COMPANY



LEVELING THE PLAYING FIELD FOR GOOD FOOD

Our Policy Team's Key Accomplishments in 2018:

Cell-Based Meat Regulation



Bruce and Jessica talk strategy just before a congressional briefing on cell-based meat where Jessica presented.

GFI helped eliminate regulatory hurdles to the market introduction of cell-based meat. We testified at a cell-based meat congressional briefing and FDA hearing, filed a legal and scientific comment to FDA, participated in an invitation-only roundtable discussion at Harvard

Law School on cell-based meat regulatory issues, and led discussions of regulatory and policy priorities at quarterly meetings with cell-based meat companies.

Lobbying and Advocacy

USDA and FDA committed to a cooperative regulatory framework for cell-based meat from livestock and poultry. Their announcement reflects the priorities we identified in our public comments: a single point of entry and a major role for FDA, with no new legislation needed.

The House draft of the agriculture spending bill threatened to overrule the agencies and give authority solely to USDA, but GFI and our friends at Sidley Austin LLP lobbied extensively and helped rally key congressional leaders to defeat the provision.

First Amendment Protections

GFI protected the free speech of plant-based and cell-based meat companies by suing the state of Missouri for censoring meat terms, alongside the ACLU of Missouri, Animal Legal Defense Fund, and Tofurky. We also filed an amicus brief in the Ninth Circuit appellate case *Painter v. Blue Diamond*, supporting the lower court's ruling that "no reasonable consumer could be misled" by the term "almond milk" on labels. At oral argument, one of the judges read an excerpt of GFI's amicus brief from the bench, and the U.S. Court of Appeals for the Ninth Circuit ultimately affirmed the lower court decision.



"@JessicaAlmy is one of the most if not the most important person in our fledgling field. She knocks it out of the park with her work over and over. This piece she's written in @Newsweek is incredibly clear and well-written. Check it out!"

– MIKE SELDEN, CO-FOUNDER & CEO, FINLESS FOODS

POLICY IN THE NEWS

Newsweek

The Clean Meat Revolution is Coming

By Jessica Almy, Policy Director, GFI

"Not only should we embrace meat without the animal, we should do everything possible to bring animal-free meat to the world."

The New York Times

What, Exactly, Is Meat? Plant-Based Food Producers Sue Missouri Over Labeling

By Amie Tsang

"They are threatening to throw people in jail for calling veggie burgers 'veggie burgers'... It's Orwellian."
– Bruce Friedrich, Executive Director, GFI

USA TODAY

Do we need the government to tell us that almond milk doesn't come from a cow?

By Jessica Almy, Policy Director, GFI

"Are we so out of touch with food that censorship is required to remind us that almonds don't lactate?"

INTERNATIONAL ENGAGEMENT



TAKING GOOD FOOD GLOBAL

Our International Engagement Team's Key Accomplishments in 2018:

Asia-Pacific

Developing the Ecosystem – Elaine Siu, Managing Director of Asia-Pacific, and SciTech Director Dr. David Welch met with an array of mission-aligned scientists and associations in Beijing, including the Chinese Academy of Agricultural Science and the China Biodiversity Conservation and Green Development Foundation. They hosted a workshop for more than 30 academic scientists on clean meat technology at the Cellular Agriculture Scientific Forum. GFI is honored to be a founding member of the China Plant-Based Food Industry Alliance.

Dao Foods – Dao Foods, a company that helps entrepreneurs introduce innovative plant-based and clean meat in China, was founded by Albert Tseng and Tao Zhang after consultation with GFI. Following its launch in February 2018, Dao Foods hosted a plant-based food festival for 10,000 people in China and, in collaboration with Dongsheng Science and Technology Park in Zhongguancun (China's Silicon Valley), held the first U.S.-China Next-Gen Good Food Forum.



"I was born and raised in the animal protein industry and could see from the inside out that there are much more sustainable ways to feed the world. GFI has been very important to connect me with plant-based companies and show me alternative ways of producing food. I am very proud to be part of this revolution."

– AMANDA PINTO, INNOVATION MANAGER, GRUPO MANTIQUEIRA, THE LARGEST EGG PRODUCER IN SOUTH AMERICA

India

Future of Protein Summit in India – Varun Deshpande, Managing Director of India, and International Engagement Director Nicole Rawling helped organize and presented at the first-ever Future of Protein Summit in India. More than 300 public and private sector leaders attended this event, which GFI, the Centre for Cellular and Molecular Biology, and Humane Society International co-hosted. Widespread media coverage included the *Times of India* and *New Indian Express*.

Building Partnerships in India – GFI set the stage for partnership with the government of Maharashtra, the second-most populous Indian state with over 114 million inhabitants, a large number of farmers, and India's financial capital Mumbai. Our team met with lawyers, foundations, and politicians, including the Honorary Health Advisor to the Chief Minister's Office of Maharashtra State, a Minister of Parliament for Mumbai Poonam Mahajan, and the Head of the Nutrition Program at TATA Trusts (India's largest foundation).

Brazil

Engaging Big Food – Gus Guadagnini, Managing Director of Brazil, and his team have been building relationships with food industry titans across Brazil. With their encouragement, some of Brazil's biggest meat, egg, and dairy companies are now working on plant-based product development. Additionally, GFI-Brazil has organized training sessions about the plant-based market for Brazil's two biggest retail chains: Carrefour and GPA. Combined, these chains represent almost 30% of the total retail food market in Brazil. GFI-Brazil has also assisted numerous high-profile entrepreneurs and investors.

INTERNATIONAL ENGAGEMENT IN THE NEWS



Conventional Animal Agriculture Contributes More To Climate Change Than The Transportation Sector: Varun Deshpande, MD, India, Good Food Institute

By Anurrit Kanti



The 2018 World Changing Ideas Awards Finalists

By Fast Company Staff

"Fast Company's second-annual World Changing Ideas Awards drew nearly 1,400 submissions in 12 categories. [GFI's Plant-Based Meat Challenge Lab] made it to the final round of judging."

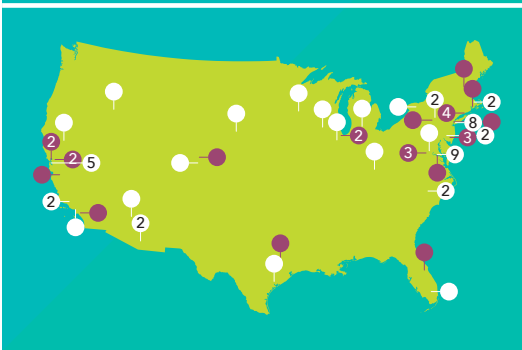
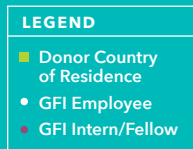


Forbes Japan Interview with GFI Innovation Specialist Aylon Steinhart

By Yasushi Masuya

"'Meat Tech' innovation is one of the hottest fields in Silicon Valley now."

GFI Around the World



GFI's 2018 International team clockwise from top left: Bruce Friedrich, Or Benjamin, Gus Guadagnini, Annie Osborn, Nicole Rawling, Felipe Barbosa Kreling, Elaine Siu, Anne Green, and Varun Deshpande

Political Advocacy – GFI-Brazil partnered with the Brazilian Agency for Industry Development to educate government officials about plant-based and clean meat. As a result, the Secretary of Industry and other officials have launched projects to advance plant-based and clean meat innovation, from developing intellectual property incentives for these technologies to establishing a regulatory framework for clean meat.

Israel

Fostering Connections – GFI-Israel is leveraging the resources, energy, and expertise of Israel's innovation-driven ecosystem to accelerate plant-based and clean meat. As part of this initiative, GFI-Israel co-organized and presented at a Tel Aviv clean meat networking event with 120 attendees, alongside our Israeli partners at The Kitchen Food Tech Hub and ii2020.

Advancing Food Tech – Helping food innovators secure government, academic, and VC funding is central to GFI-Israel's strategy. To further this work, Or Benjamin, Managing Director of Israel, coordinated with Start Up Nation Central and PeakBridge Partners VC to bring Olivia Fox Cabane's workshop "Charisma, Influence, and Persuasion: How to Pitch Silicon Valley Investors" to good food startups in Israel.

"We are excited to work with GFI. We believe it's crucial to have an organization like GFI working strategically at a global level. GFI's engagement to foster Israel's plant-based and clean meat ecosystem not only supports these industries domestically but provides an invaluable international network of innovation that ensures local progress will have a worldwide impact."

– JONATHAN BERGER, CEO, THE KITCHEN FOOD TECH HUB, ISRAEL

GFI on the World Stage

GFI's International Engagement team spoke at thirty events globally, including the China Food Tech Summit in Shanghai, the Indian Centre for Cellular and Molecular Biology, Festival Path in São Paulo, and many more!



The Good Food Institute

1380 Monroe Street NW
Suite 229
Washington, DC 20010



LET'S NOURISH THE WORLD SUSTAINABLY!

*Make your mark as a good food
pioneer, climate protector, public
health advocate, and animal ally
with a gift to GFI.*



We can't do this alone. **JOIN US!**



www.GFI.org/donate



866.849.4457



GFI-MR-2018