

YEAR IN REVIEW

2020

PROGRESS  
*is not*  
PATIENT

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gfi / Good Food Institute<sup>SM</sup>

# Impatient optimism. Groundbreaking progress.

Dear Friends,

Five years ago, GFI’s goal to reimagine protein was a daring vision. The Impossible Burger did not exist. Neither did the Beyond Burger. A total of three cultivated meat companies had names, but none had incorporated and only one had raised any money. No major meat company had considered launching their own alt protein brand. With the exception of the Netherlands, there was zero government funding for cultivated meat R&D and less than \$500K in public funds for plant-based meat research. Regulatory approval for cultivated meat was in doubt.

Yet here we are today. Plant-based meat has moved beyond the natural food section and is taking fast food by storm. The world’s biggest meat companies have identified plant-based meat, cultivated meat, and other alternative proteins as opportunities to achieve near-term commercial success. And the United States, Singapore, Israel, and the European Union have begun to invest public funds in alternative protein science.

For the past five years, your support has fueled GFI’s work to build a better future. You’re helping us convene and connect scientists, students, and entrepreneurs to hasten technological progress and workforce development. You’re bolstering our abilities to translate data and science into insights, opportunities, and solutions. You’re helping us inspire policymakers, corporate leaders, investors, and changemakers everywhere to embrace this work now, not in the future.

This past year emphasized urgent challenges regarding food security, climate, and global health. Alternative proteins, specifically plant-based and cultivated meat, represent multisolving at its global best. In that spirit, we invite you to soak up our 2020 year in review, keeping in mind three undeniable facts:

- 1. Our progress is 100 percent attributable to you.
- 2. The work to date is not enough. Increased funding for science is the key to unlocking the sustainable, secure, and just food future we know is possible.
- 3. Success is not inevitable. It will take all of us to create the conditions necessary for the day when alternative proteins are no longer alternative.

Whether you have been with us from the beginning or have just joined our global family of supporters, we are incredibly grateful to you for making all we do possible.

Onward!

With gratitude and heartfelt optimism,



*Bruce Friedrich*  
Bruce Friedrich  
Co-founder &  
Executive  
Director



*Sanah Baig*  
Sanah Baig  
Chief of Staff

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65 countries from which GFI’s donors hail

1,557 participants in the world’s first international fermentation summit

5,000+ media hits, quotes, and op-eds designed to grow public support and political will for alternative proteins

12,000+ multisector participants worldwide across 50+ GFI-hosted webinars, workshops, seminars, and other events



“Moving toward a more sustainable way to feed the world is a huge piece of the climate puzzle. With animal agriculture accounting for 14.5 percent of global greenhouse gas emissions, supporting GFI’s work is essential and urgent.”

— AILEEN GETTY and SARAH EZZY,  
Aileen Getty Foundation

Cover photos courtesy of Meati, Beyond Meat, and Wild Type (left to right)



# WHO WE ARE

## Our mission

We are developing the roadmap for a sustainable, secure, and just protein supply. We identify the most effective solutions, mobilize resources and talent, and empower partners across the food system to make alternative proteins accessible, affordable, and delicious.

## Our vision

A world where alternative proteins are no longer alternative.

## Our values

- We believe change is possible.
- We do the most good we can.
- We share knowledge freely.
- We act on evidence.
- We invite everyone to the table.

**GFI is a 501(c)(3) nonprofit working internationally to make the global food system better for the planet, people, and animals.**



## Our difference

As a nonprofit, we share our expertise freely. We take a global, cross-sector, long-term perspective. We focus our efforts to advance alternative protein development where companies and governments can't or don't (yet).

## OUR PROGRAMMATIC PILLARS



Science  
Policy  
Industry

## THE ALTERNATIVE PROTEIN LANDSCAPE



Plant-based meat  
Cultivated meat  
Fermentation



## YOUR GIFT, YOUR IMPACT

GFI takes your generosity seriously. For every \$100 donor contribution, 82 percent goes directly toward fostering scientific innovation, influencing governmental and policy changes, and engaging corporations in improving and growing their plant-based and cultivated meat offerings. We spend just five cents to raise a dollar. This means your investment pays dividends as we work together to build a healthier planet.

## FIVE FOR FIVE: ACE TOP CHARITY

For the fifth year in a row, Animal Charity Evaluators (ACE) has named GFI a top charity, highlighting our global scope and impact. GFI's work is focused on accelerating the growth and development of alternative proteins that are more sustainable, better for global health, and far less adverse to the climate. Of course, this also helps animals. ACE's thorough review of GFI's strategy, impact, leadership, and culture confirms that a gift to GFI is one of the most effective ways to transform our current food system and contribute to the flourishing of our planet, people, and animals.



Cultivated shrimp dumplings by Shioh Meats



# Our global mission, our international presence

GFI is based in the most critical economies for alt protein advancement.

In our interconnected world, innovation anywhere can accelerate progress everywhere. When you help us spark open-access research at a university in Europe, this work reaches our partners in Israel and Brazil and then shows up on people’s plates around the world.

The ripple effect is clear, and we couldn’t create it without you.

GFI is at the center of a new movement to change the way the world eats. The organization is making a positive impact on government policies, corporate research focus, and the world of food science. I am proud to be part of the GFI community.”



— MAX BAZERMAN  
Straus professor,  
Harvard Business School

## EUROPE

Europe is home to many of the top universities that made some of the earliest advances in cultivated meat R&D. European governments have some of the most ambitious commitments to addressing climate change, antibiotic resistance, and other global harms.

## ISRAEL

Israel is a world leader in the technologies required for alt proteins, with a robust infrastructure in stem-cell research, tissue engineering, microbiology, plant sciences, and nanotechnology. Known as the “Startup Nation,” Israel is among the most conducive environments for entrepreneurs to pursue alt protein innovation. The alt protein field and GFI’s theory of change have many supporters among Israeli decision-makers in business, policy, and academia.

## INDIA

India will be one of the biggest drivers of increasing meat consumption in the coming decades. India has top agricultural universities, a deep scientific talent pool, and a government that is committed to solving the problems of malnutrition using alternatives to conventional meat production. India’s farming economy and indigenous crop diversity make the subcontinent an important sourcing base for plant-based protein ingredients.

## ASIA PACIFIC (APAC)

Public funding for agricultural research in the region is more than twice that in the United States, driving innovations at APAC’s world-class universities. China has declared its intention to lead the world on mitigating climate change and has invested heavily in climate science. China also spends far more on agricultural R&D than any other country. Singapore’s commitment to supporting alt proteins is a case study. In 2020, Singapore’s government was the first in the world to approve the sale of cultivated meat (see page 9).

## UNITED STATES (WHERE GFI BEGAN)

The United States is home to three of the world’s four largest meat companies and many of the world’s top universities for biotech, agriculture, and science. The United States is also one of the world’s leading government funders of agricultural science and climate research, but almost none of the funding is used for alt protein R&D (yet!). U.S. regulatory status can influence a food’s status in other countries.

## BRAZIL

Brazil is a top meat exporter and home to the world’s largest meat company and the world’s largest ground beef company. Cattle grazing and feed production drive most Amazon deforestation, with devastating effects on indigenous communities and the climate. Brazil boasts one of the world’s most important public agricultural research institutions—EMBRAPA (Brazilian Agricultural Research Corporation)—and other relevant public research institutes.

## Our global objectives

- 1 GFI influences public policy and secures government funding in support of alternative proteins.
- 2 GFI fosters a strong open-access alternative protein research and training ecosystem.
- 3 GFI influences the for-profit sector to prioritize alternative proteins.



# Influencing public policy and securing government funding



Eat Just's cultivated chicken bites, which debuted in Singapore in December 2020 | Photo courtesy of Eat Just Inc.

## Policy progress doesn't pause during a pandemic.

### NSF FUNDS CULTIVATED MEAT RESEARCH

In September 2020, University of California at Davis professor David Block, an alum of GFI's research grant program, secured a \$3.55 million research grant from the National Science Foundation (NSF) to explore the long-term sustainability and commercial viability of cultivated meat. **This is the first time the NSF has funded cultivated meat research.**

The GFI team, led by Dr. Elliot Swartz, helped write the grant, and Dr. Swartz will serve as a member of the researchers' external scientific advisory board. The project developed out of the Cultivated Meat Consortium, which GFI helped establish. The research will focus on every aspect of cultivated meat and could have a large-scale impact on the commercialization of cost-competitive cultivated meat.

"GFI's grant enabled my lab to break ground in cultivated meat research and formulate a plan to address critical industry challenges," said Professor Block.

### GFI HOSTS A CONGRESSIONAL BRIEFING ON ALTERNATIVE PROTEINS

On the heels of the announcement of the NSF grant to the University of California at Davis, GFI hosted a virtual briefing with U.S. representatives Earl Blumenauer (D-OR), Ted Deutch (D-FL), and Susan Wild (D-PA) to discuss how the growing alternative protein industry can boost economic growth and spur job creation. GFI policy director Jessica Almy led a panel addressing staff from more than 30 congressional offices.

## We're recruiting advocates in governments around the world.

### SINGAPORE APPROVES THE SALE OF CULTIVATED MEAT

In December 2020, the Singapore government approved the sale of Eat Just's cultivated chicken bites. This is a global first. For the past three years, GFI has been working with the Singapore government on establishing regulatory oversight and a clear path to market. Members from our SciTech, Policy, and APAC teams have been cultivating deep ties across government agencies, including the Singapore Food Agency. Singapore's approval is a monumental step for the cultivated meat industry, and we are leveraging Singapore's actions to encourage other governments to prioritize funding and regulatory approval for alternative proteins.

### GFI ISRAEL'S INFLUENCE ON PUBLIC POLICY

GFI Israel continues to mobilize and advance support for alternative protein innovations at the highest levels of the Israeli government.



GFI Israel managing director Nir Goldstein presenting GFI's policy plan to the prime minister of Israel, Benjamin Netanyahu, at the cultivated meat tasting event

In December 2020, GFI Israel coordinated a cultivated meat tasting with Aleph Farms for the prime minister of Israel, Benjamin Netanyahu. GFI Israel managing director Nir Goldstein described our work, presented our GFI-led national policy plan, and answered the PM's questions about Israel's competitive advantage. At the event, Netanyahu's support was clear: "I can't taste the difference. I have directed the state secretary Tzahi Braverman to appoint a coordinator to serve these industries in order to connect and oversee all the stakeholders operating in this field. Israel will become a powerhouse for alternative meat and alternative protein."

Netanyahu is the first global leader to taste cultivated meat. The tasting marked a significant milestone in GFI Israel's ongoing strategic work to foster government support for alternative proteins.

### MIT Technology Review

#### Cultured meat has been approved for consumers for the first time

"We are hoping and expecting that the U.S., China, and the EU will pick up the gauntlet that Singapore just threw down," says Bruce Friedrich, executive director of the Good Food Institute. "We need a space-race-type commitment toward making meat from plants or growing it from cells. ... Nothing is more important for the climate than a shift away from industrial animal agriculture."

### THE JERUSALEM POST

#### Food Technology: The protein alternative for a better future

"In close collaboration with the Good Food Institute Israel, the Israeli Innovation Authority has recently opened new funding tracks tailored to local start-ups and mature companies developing innovative technologies in the alternative protein space. Beyond the financial backing offered to selected companies to fund R&D efforts, the tracks include a wide array of resources and partnerships with leading researchers in academia and with local and global food producers to help accelerate innovation."



GFI is leading the charge in advancing the alternative protein industry. They have a top-notch team. I have enjoyed participating in GFI-organized congressional briefings and speaking alongside other innovators at their conferences."

— DR. LISA DYSON  
CEO, Air Protein





GFI Europe was crucial in setting up the European Alliance for Plant-Based Foods and was a key player in our joint fight on the veggie burger ban, bringing valuable insights and network connections to advance our case.”

— **SISKA POTTIE**  
Secretary General, European Alliance for Plant-Based Foods



#### Veggie sausage debate more important than Brexit trade deal

“Banning common terms like ‘veggie burger’ is a patronizing move that threatens to cause confusion where none exists, as companies would be forced to use unfamiliar terms to describe their products.”

—Ellie Walden, GFI Europe policy manager

## We know sensible labeling speeds consumer adoption.

### EUROPE’S VEGGIE BURGER BAN FAILS

From veggie steaks to soy sausages, Europeans have enjoyed plant-based meat for decades.

In October 2020, however, the European Parliament considered a proposal to ban the alternative protein sector’s use of words like “burger,” “sausage,” “steak,” and “chicken.” If this had passed, alternative protein producers across the European Union’s single market, with 447.7 million consumers, could no longer have printed labels describing what we know and love as plant-based burgers and sausages.

GFI Europe helped lead the fight against the “veggie burger ban,” which led to a successful vote in favor of clarity and against censorship. To win, we engaged with European parliamentarians and mobilized other influential actors in civil society and the private sector to join the fight.

GFI Europe co-founded the European Alliance for Plant-Based Foods and led efforts to convene a group of NGOs that together secured more than 200 media hits in the run-up to the vote. These coalitions had direct or indirect contact with 84 of the 148 members of the European Parliament who eventually voted against the ban.



#### Tofurky suing Louisiana over state law

“It’s absurd that Louisiana’s elected officials are spending their time on the imaginary crisis of people confusing veggie burgers for beef burgers. Consumers deserve better than lawmakers passing condescending laws that try to dictate what Louisianans buy. Consumers are no more likely to believe that ‘veggie burgers’ contain cow meat than Girl Scout cookies contain Girl Scouts.”

—Jessica Almy, GFI director of policy



A snapshot of the GFI Europe watch party at the moment the veggie ban was voted down



GFI executive director Bruce Friedrich speaking at the TEDxGateway event in February 2020

### VIRGINIA GOVERNOR VETOES DAIRY LABEL CENSORSHIP

After GFI’s advocacy to all three branches of Virginia’s government, Gov. Ralph Northam (D) vetoed a bill that would have prohibited plant-based milk producers from using the word “milk” on their labels—his only veto out of 1,000+ bills. Governor Northam employed GFI’s First Amendment talking points in his veto justification:

“While the Governor is very supportive of the dairy industry, he is concerned this bill is unconstitutional and could violate commercial freedom of speech,” spokeswoman Alena Yarmosky said in a written statement.

## Alt proteins should be center stage as a solution to global problems.

### GFI BRINGS THE FUTURE OF FOOD TO TEDX GATEWAY, MUMBAI

In February, GFI executive director Bruce Friedrich traveled to India courtesy of TEDxGateway, the largest TED event in the world. Bruce made the case, before an influential audience of 5,000, that governments should invest in plant-based and cultivated meat.

After his presentation, Friedrich and GFI India managing director Varun Deshpande met with Indian investors, entrepreneurs, and policymakers about the transformative potential and impact of GFI India’s work. They also met with Mrs. Poonam Mahajan, a prominent member of the Parliament of India, to enlist her help in bolstering India’s alternative protein ecosystem.



Spent a very interesting afternoon with Mr @BruceGFriedrich of the @GoodFoodInst, discussing the potential of plant based and sustainable proteins in India.



Madhukeshwar Desai and 2 others

4:38 AM · Feb 19, 2020 · Twitter for Android

205 Retweets 1 Quote Tweet 1K Likes



# Building a robust ecosystem for alternative protein research and training

## OBJECTIVE

### Open-access, foundational science is building momentum.

GFI is growing a robust ecosystem in which plant-based and cultivated meat companies and consumers can thrive. From research and development to education and training, we're recruiting more students and innovators to the field, connecting them with opportunities, and shining a light on their successes.

#### RESEARCH GRANT PROGRAM FUNDS 21 GROUND-BREAKING PROJECTS

In 2020, two generous donors made gifts to our Competitive Research Grant Program, which enabled GFI to grant \$5 million to projects that bridge key gaps in alternative protein research. In March 2020, we announced eight research projects focused on cultivated meat and 13 focused on plant-based meat.

GFI partnered with an international team of external experts to evaluate and select the grant recipients, who span nine countries across four continents. The Competitive Research Grant Program is seeding important open-access research that not only directly supports growth in the sector but also unlocks additional funding from foundations, philanthropists, and government entities.

In Israel and Brazil, GFI's grants have established us as a valuable partner in R&D and thus helped build relationships with government officials, often at the highest levels. In the United States, on-campus lectures from GFI staff at the University of California at Davis sparked excitement around cultivated meat. This excitement materialized into an interdisciplinary faculty consortium that secured \$250,000 from GFI in March 2020 and then \$3.55 million from the National Science Foundation in September 2020. (See pages 8 and 9 for more details.)

#### GFI PUBLISHES IN *TRENDS IN BIOTECHNOLOGY*

GFI senior scientist Dr. Elliot Swartz co-authored a paper with two scientists from Singapore's Agency for Science, Technology, and Research titled "The Business of Cultured Meat" that was published and selected as the cover of the June issue of *Trends in Biotechnology*, a prestigious global peer-reviewed biotech journal.



— **BETH ZOTTER**  
Co-founder and CEO, Trophic LLC

### Our Sustainable Seafood Initiative ushers in the next wave of innovation.

#### KEY PARTNERSHIPS EXPAND ACCESS TO CELL LINES

Building on groundwork laid in 2019, GFI gave cultivated seafood a boost in 2020 by signing a landmark partnership agreement with Kerafast to create a cultivated seafood cell line repository.

With their unique lab-made research tools, reagents company Kerafast advances scientific research by providing difficult-to-access bioresearch materials to the global scientific community.

GFI connected Kerafast with several researchers and companies that are interested in depositing cell lines in the repository, including Shiok Meats (shrimp); Gloucester Marine Genomics Institute; Cell Farm (cow); TurtleTree (goat, sheep, cow, camel); and Francesco Buonocore, Università degli Studi della Tuscia, Viterbo (European sea bass).

"This is super exciting to see," said Wild Earth and IndieBio co-founder Ryan



GFI research grantee Amanda Stiles examining red seaweed protein



My passion for ocean conservation is what led me to support GFI's Sustainable Seafood Initiative. Alternative seafood is a key solution to some of our oceans' most pressing challenges, and GFI is accelerating the entire sector."

— **KATHLYN TAN**  
Director, Rumah Group & Foundation

Bethencourt. "Soon companies will be able to order meat and seafood cell lines to start developing new products based on different cell-based meat lines. ... This new capability shifts the technological arms race to a new stage very similar to the early personal computer era."

Thanks to gifts from generous ocean-focused donors to fund sustainable seafood R&D, GFI awarded a grant to Mote Marine Laboratory to create cell lines from redfish (*Sciaenops ocellatus*) and whiteleg shrimp (*Litopenaeus vannamei*) embryos. This partnership in developing critical cell lines, media formulations, and protocols will accelerate cultivated seafood globally.



#### GFI HELPS PLANT-BASED SEAFOOD GET SUSTAINABILITY CERTIFICATION

The World Sustainability Organization, in partnership with GFI's Sustainable Seafood Initiative, announced that it would certify plant-based seafood products under a gold-level version of its Friend of the Sea program. The certification officially recognizes plant-based seafood as seafood, enhancing the sector's ability to attract conscious consumers to new, more sustainable forms of fish and shellfish.



#### Vegan seafood: the next plant-based meat trend?

"[Sustainable Seafood Initiative manager Jen] Lamy is particularly enthusiastic about partnerships between established seafood companies like Bumble Bee (famous for canned tuna) and Good Catch (getting more famous for faux tuna). 'There's room for so many more entrants in this market. It's still early days,' Lamy said."



#### Modernizing meat production will help us avoid pandemics

By GFI director of science and technology Dr. Liz Specht

"Meat is increasingly recognized as a sensory experience, characterized by a specific combination of amino acids, fats, and minerals rather than by its means of production. No animal has to be farmed or hunted and no disease has to be risked to enjoy a juicy burger or a crispy nugget."

> Visit [gfi.org/events](https://gfi.org/events)  
to see upcoming events.



Having worked with GFI as an entrepreneur, presenter, and supporter, I've seen firsthand that their expertise, programs, and brimming enthusiasm are a key catalyst to the entrepreneurial and scientific momentum within the alternative protein industry."

— CHRIS BRYSON  
Entrepreneur and philanthropist

#### EXPANDING OUR GFIDEAS COMMUNITY

Over the past three years, the Good Food Ideas (GFIdeas) community has connected countless entrepreneurs with collaborators, funding, and business guidance to help turn their ideas into reality. In 2020, we realized that our scientific network needed community and support in the same way. Further, our entrepreneur community needed scientific expertise in order to break new ground.

So last year we invited scientists to join the GFIdeas community. By expanding the GFIdeas community, we are fostering connections within the research community and across the entrepreneurial and scientific landscapes.

In just six months, we welcomed more than 1,100 new members from 45 different countries to the community. Regular programming includes monthly business and scientific seminars, founders-

only roundtables, and moderation of a global Slack community. These events create vital spaces for shared learning and support for our GFIdeas community members across the fast-paced and quickly evolving alternative protein field.

GFIdeas is breaking down silos, facilitating more-effective information sharing, and multiplying the impact of our programmatic efforts. We are building a diverse, inclusive community for discussing ideas, exploring technical challenges, and sparking collaborations around the globe.

#### GFİ'S ONLINE COURSE BRINGS NEW TALENT TO THE FIELD

In just a year's time, enrollment for GFI's award-winning massive open online course, "New Meat: The Science Behind Scalable Alternatives to Animal Products," has grown to nearly 6,500. This MOOC draws a wide variety of participants, including students, scientists, entrepreneurs, and industry professionals, with the common goal of learning more about the science of plant-based and cultivated meat. And it has garnered national attention and recognition from both *Business Insider* and *Fast Company*.

#### GFİDEAS

<b>1300+</b>	MEMBERS TOTAL:*
<b>635</b>	scientists
<b>586</b>	entrepreneurs
<b>305</b>	students
<b>242</b>	consultants
<b>163</b>	investors

\*Some members are classified in multiple categories.

[gfi.org](https://gfi.org)

## We're inspiring tomorrow's innovators, building the future talent so urgently needed.

#### THE ALT PROTEIN PROJECT

GFI's SciTech team is focused not only on engaging today's innovators but on building the next generation of alternative protein leaders. In February, we launched The Alt Protein Project, a global community of campus groups that provides students and researchers the opportunity to explore applications of their academic interests to alternative proteins.

The program has groups at 10 universities already: University of California at Berkeley, University of California at Davis, University of Colorado at Boulder, University of North Carolina at Chapel Hill, Stanford University, Tel Aviv University in Israel, Wageningen University in the Netherlands, KU Leuven in Belgium, TU Berlin in Germany, and the BioSense Institute in Serbia.

Michelle Hauser, PhD candidate in tissue engineering at Tel Aviv University, said: "It is so inspiring to be a part of such a passionate community working together to efficiently make the world a more sustainable and humane place. As students, we are in the position to influence and shape the research done in academia from the inside. I believe we can help direct it to accelerate the alt protein revolution, and this is what our student group aims for."

Thanks to donor support for this project, we will continue to inspire and develop alternative protein innovators of tomorrow.



GFI's SciTech program is one of my foundation's most impactful philanthropy causes. GFI's far-reaching efforts to advance the science of alternative proteins give me hope we can stem the environmental and humanitarian issues facing this planet."

— LAURIE MCGRATH  
President, McGrath Family Foundation



The Alt Protein Project student group at the University of Colorado Boulder



#### Fermentation can help build a more efficient and sustainable food system—here's how

By Natalia Suescun Pozas, WEF and Caroline Bushnell, GFI

"Enter alternative proteins—which not only have the ability to vastly improve our food system, mitigate the impact of food production on climate change and greatly improve public health, but also hold tremendous opportunities for innovation, investment and economic growth."



#### A carbon-neutral future can still be delicious

By Sanah Baig, GFI chief of staff

"According to the University of Michigan, the Beyond Burger requires 93% less land than a beef burger. With more land, we can grow enough food to feed our growing population and still allow hundreds of millions of acres to return to carbon-storing forests. What better way to slash our carbon footprints and reverse climate change than over a burger? Just make sure it's plant-based."





Influencing the for-profit sector to prioritize alternative proteins

OBJECTIVE



Everything about this is giving me life. DAVID ZILBER Former head of the Noma Fermentation Lab, participant in GFI's inaugural fermentation summit

Fermentation promises incredible efficiency and utility for alt protein innovation.

FERMENTATION BECOMES THE THIRD PILLAR OF ALT PROTEINS

Plant-based and cultivated meat have been recognized as two pillars of the alternative protein industry, but fermentation is now emerging as a key alternative protein platform in its own right.

New applications of fermentation as a primary source of proteins and as an enabler for both plant-based products and cultivated meat show incredible promise for the future of alternative proteins. Harnessing fermentation's ability to produce protein efficiently and sustainably could help feed the world and greatly alleviate global malnutrition.

That is why in 2020, we significantly increased our—and the industry's—focus on fermentation, recognizing it as the third pillar of the alt protein industry, and published our first-ever state of the industry report on fermentation.

GFI CONVENES THE FIELD AROUND FERMENTATION

Thomas Jonas, CEO of Nature's Fynd, said: "For the first time, someone articulated a full, sector-wide view of the space and clarified the different types of fermentation. [GFI's] work is going to put on the map a fact that people have completely missed, which is that fermentation is rapidly becoming the number one tech in terms of investments towards new proteins."

We also held our first virtual symposium on fermentation, attracting nearly 2,000 attendees, including heads of many for-profit companies.

GFI affiliates spur global progress.

BRAZIL LEADS NEXT GEN OF FOOD TECHNOLOGY

Home to the world's largest meat company, Brazil is also quickly becoming a burgeoning plant-based meat, egg, and dairy producer. This is due to the work of the GFI Brazil team with the Brazilian government and our relationships with many major food companies, including JBS.

In January 2020, GFI Brazil managing director Gus Guadagnini spoke on a panel alongside JBS and MAPA, the Brazilian equivalent of the USDA, at Horizonte 20 Food. This innovation event focused on the next decade of food technology in Brazil. Since then, GFI Brazil has strengthened its relationships with Brazilian meat companies and the government to accelerate the growth of the alt protein landscape.

In August, JBS developed three new plant-based products that will launch in Brazil: pulled pork, fish sticks, and cod. Our U.S. corporate engagement team worked with JBS on their global alternative protein strategy, which resulted in the launch of a dedicated plant-based food company, Planterra Foods.

"We're able to reach this level and anticipate global trends thanks to an immersion in the market, made possible through our partnership with GFI," said Rafael Palmer, marketing director at JBS. "The collaboration provided important insights into the industry that help us make decisions and continuously assess our strategy. We see this as fundamental in order to keep aligned with our mission to deliver food with great taste and quality."

GFI's fermentation report is one of the rare documents that I've printed out to read thoroughly. I also encouraged my team to read it!

TIM INGMIRE Head of R&D, Quorn Foods



GFI Brazil team members Gus Guadagnini and Raquel Casselli speaking at Horizonte 20 Food



I've not eaten KFC since the 80s. Its plant-based nuggets will change that.

By Bruce Friedrich, GFI executive director

"For anyone who cares about the footprint of industrial animal agriculture, we should applaud KFC's decision to launch a plant-based chicken entree and to grow chicken from cells without the external costs of farms and slaughterhouses."



Animals can't be the only way to transform plants into meat

By Caroline Bushnell, GFI director of corporate engagement, and Dr. Liz Specht, GFI director of science and technology

"Making meat directly from plants could end our reliance on intensive animal farming operations, which are a hotbed for disease emergence. The most recent example of the inherent inefficiency and vulnerability of industrial animal agriculture is African swine fever. ... This isn't the first global disease to impact our food supply, and it won't be the last."

## You know a better food future is achievable. We're partnering with industry to forge new pathways to global solutions.

### GFI APAC HOSTS THE INAUGURAL ASIA SUMMIT ON ALTERNATIVE PROTEINS

Experts estimate that 31 percent of the growth of global protein consumption between 2018 and 2025 will come from China and 13 percent from the rest of the Asia Pacific region. This is why Asia Pacific is such an important piece of the protein puzzle and the impetus behind the Asia Summit on Alternative Proteins (ASAP).

In August, GFI APAC convened the inaugural ASAP, experienced by more than 1,500 attendees representing food, finance, and biotech industries in 50 countries. Featuring live-streamed content, public sessions, private roundtables, and networking among industry stakeholders, the virtual meeting took participants on a deep dive into the Asia Pacific region's booming alternative protein sector.

### LAUNCH OF IMAGINE MEATS

India's most high-profile plant-based food startup, Imagine Meats, has a Bollywood connection. Actors Genelia and Riteish Deshmukh launched Imagine Meats in 2020 with the help of GFI.

GFI India managing director Varun Deshpande invited Bollywood actors Genelia and Riteish Deshmukh to the Good Food Conference, introduced them to key industry contacts, and took them on a tour of some of the pioneering players in the Bay Area. GFI India has been working with Genelia and Riteish ever since, introducing them to manufacturer ADM, their partner for Imagine Meats.

Imagine Meats is only one of dozens of companies bolstered by GFI India's critical support as they lay the foundation of the Indian alt protein industry.

### SMART PROTEIN SUMMIT: TAKING INDIA FROM SCARCITY TO ABUNDANCE

GFI India's second annual Smart Protein Summit convened more than 1,500 virtual attendees and 80 speakers (a virtual who's who of alternative protein in India and around the world), including former Pepsi CEO and GFI friend Indra Nooyi, who delivered the keynote address.

The 2020 summit articulated our vision for the protein supply of the next decade—one that stewards planetary health, tackles malnutrition, benefits farmers, and creates jobs for millions.

GFI India managing director Varun Deshpande explained: "In India and in other parts of the developing world, the story of the smart protein sector is still being written. And as we grapple with the effects of the novel coronavirus, it's clear that we can't afford to settle for anything less than a paradigm shift."

The conference gave GFI India an opportunity to announce two high-impact partnerships. The former head of JM Morgan Stanley is building an investment firm for alternative protein startups in India, with the assistance of GFI India. Additionally, the World Economic Forum, GFI India, and other industry partners will launch a forum in India for the alternative protein industry.

GFI's unique theory of change leads me to believe they can succeed in changing the world via supply-side economic levers. I believe they have substantial room to deploy additional philanthropic funding towards this vision."

— **ROSS RHEINGANS-YOO**  
Research economist, quantitative trader, effective altruist



The summit organizers were not afraid to tackle challenging topics head-on, including busting the biggest myths in the Asian alternative protein ecosystem and what sustainability really means for the alternative protein sector. Bring on ASAP 2021!"

— **ROSIE WARDLE**  
Co-founder and partner,  
Synthesis Capital



The GFI Asia Pacific team hosting the inaugural Asia Summit on Alternative Proteins



### WIRED

**COVID-19 is accelerating the rise of faux meat.**

"The facilities processing plant-based meat ingredients are cleaner, they're safer, they're more highly automated. Extruders can turn ingredients into meat."

—Caroline Bushnell, GFI director of corporate engagement

### The Washington Post

**As COVID-19 spreads, the meat industry's supply chain breaks**

"[GFI's Bruce Friedrich] said that before the pandemic, plant-based meat companies were already scaling up to meet increased demand, but that they are quicker to respond to world events than more conventional animal agriculture."



PROGRESS CANNOT WAIT

Together, we hasten  
a world where  
**alternative proteins**  
are no longer  
alternative

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