

## GFI's GLOBAL HIGHLIGHTS

September 2023

### The top highlights:

- GFI hosted the [2023 Good Food Conference \(GFC\)](#) at Fort Mason Center in San Francisco, our largest in-person conference to date with more than 1,200 participants.** Attendees heard from two members of Congress, the Department of Agriculture (USDA), the Department of Energy, and multiple state elected officials about the importance of U.S. public investment in alternative proteins R&D. Some of the largest meat and food companies in the world spoke about the importance of alternative proteins to incumbent industry, including Gold-level sponsors ADM, Cargill, CP Foods, Givaudan, and MISTA. Scientists from around the world discussed breakthroughs in alternative protein scientific discovery and the most important areas for further focus. A special thanks to Platinum-level sponsor [Food System Innovations](#). GFC sessions will be available on [GFI's YouTube channel](#) starting October 20th.
- GFI welcomed 59 students from 17 countries and 5 continents to San Francisco ahead of GFC to attend the first-ever Global Student Symposium for the Alt Protein Project, GFI's university chapter program.** The event included a keynote address from USDA Deputy Under Secretary Sanah Baig, themed workshops, and facility tours of MISTA, UPSIDE Foods, SciFi Foods, and Eat JUST. In the following days of GFC, the students were able to network with alternative protein champions across the sector.
- This year's [Breakthrough Agenda Report](#) (a UK government-led climate change endeavor) included a link to a deep-dive chapter on [Achieving Agricultural Breakthroughs](#) to which many GFI team members contributed expertise.** The report calls on countries to work together to support alternative proteins through forums "informed by expert organizations such as the FAO, Good Food Institute, WRI, and the CGIAR..." At the request of the UK government, GFI will be the official convenor of the 17 signatory countries with regard to advancing alternative protein policies.
- GFI worked with Congresswoman Julia Brownley's team and representatives from the U.S. Department of Energy to hold a [webinar](#) on opportunities for the alternative protein sector within the U.S. Department of Energy Loan Program Office (LPO).** The webinar featured remarks from Representative Brownley, LPO Director Jigar Shah, and LPO Senior Consultant Adam Lowry.
- Founder & President Bruce Freidrich appeared with Bezos Earth Fund Future of Food Director Andy Jarvis on an [episode](#) for Outrage + Optimism,** a top climate podcast co-hosted by three long-time climate influencers, including former head of the UN Framework Convention on Climate Change Christiana Figueres. The hosts were convinced of the importance of alternative proteins to climate mitigation efforts, with Figueres explaining that "this is as transformational and has as huge consequences as energy does." Give it a listen and please share widely!



## **How we're contributing to our core objectives**

The following objectives capture GFI's approach to accelerating the development of alternative proteins and transforming the global food system. Below is a sampling of last month's work.

### **GFI fosters a strong open-access alternative protein research and training ecosystem**

- GFI's open-access online course, The Protein Transition, was [revamped](#) with a new look and suite of features. The course, containing five self-paced modules on the biological and chemical processes used to produce alternative proteins and the environmental and economic drivers behind different market sectors, now includes expanded content, improved audio quality, shorter segments, and an optional completion certificate. Dive in and let us know what you think!
- GFI's SciTech team hosted a GFI Research Grant Program grantee networking lunch at GFC, which fostered connections between researchers across different alternative protein production platforms. Seventeen grantees were also part of the GFC Poster Showcase, some of which displayed follow-on work and funding from their GFI grants, and eight grantees participated as speakers during conference sessions.
- At the [Food and Bio Global Summit](#) in Denmark, GFI Europe Senior SciTech Manager Seren Kell and Lead Scientist Prier Panescu, Ph.D., co-chaired the Positive Plant-Based Nutrition Summit Lab, a series of sessions on the health benefits of alternative proteins, consumer engagement strategies, and the importance of partnerships between government, industry, and academia.
- GFI APAC SciTech Engagement Specialist Arin Naidu and GFI APAC Communications Associate Thiruchelvi Rajagopal Reddy hosted a Science of Alt Protein [webinar](#) featuring guest speaker Dr. Tan Lay Poh from Nanyang Technological University. Dr. Tan Lay Poh spoke about scaffolding techniques to promote cell differentiation for cultivated meat applications.
- Principal Scientist Elliot Swartz, Ph.D., was elected as vice president for the [Tufts University Cellular Agriculture Consortium](#), a public-private consortium that leverages industry insights to build foundational science, transparency, and a talented workforce to advance cellular agriculture.
- GFI Brazil SciTech Analyst Isabela de Oliveira Pereira delivered a lecture for science graduates and professors at the Postgraduate Seminar of the Biology Institute at the State University of Campinas, which is consistently ranked among the top universities in Brazil and Latin America.
- Elliot hosted this month's Cultivated Meat Collaborative [seminar](#) (our monthly webinar for cultivated meat industry leaders), which featured presentations from [MarraBio](#) and [Dynacyte](#), companies working to advance the industry through technologies that make production more efficient and affordable.
- Academic Community Coordinator Asia Sheehab led a [careers call](#) that included a conversation with Noga Golan, founder and managing director of [Alt Protein Careers](#), an organization providing job postings, resources, and recruiting services for the alternative protein industry.

### **GFI influences the public sector to support alternative proteins**

- With ongoing support from GFI Israel and GFI Europe, national funding bodies from Sweden, Israel, Switzerland, and Singapore issued a joint call to [allocate funding](#) for organizations collaborating on international R&D and innovation projects in the field of alternative protein.
- GFI Israel VP of Strategy and Policy Alla Voldman-Rantzer facilitated a [government networking event](#) for policymakers at GFC, organized in collaboration with the Israeli Consulate General to the

Pacific Northwest. The event began with a welcome note by Deputy Consul General Matan Zamir, followed by GFI-led presentations highlighting the importance of proactive public engagement in alternative proteins. Participants included policymakers from Israel, the United States, Australia, New Zealand, and several European countries.

- GFI Israel Policy Manager Adi Ben Tov (pictured right) attended the [Organization for Security and Co-operation in Europe 2023 Prague Forum](#), where she presented during a session focused on food security in front of over 47 national delegations. Adi discussed alternative proteins as a technological asset to bolster food security in the face of climate change.
- GFI Israel Associate Director Ari Ben Dror joined an Israeli foodtech delegation to Geneva, facilitated by the Permanent Mission of Israel to the UN and the Israel Ministry of Economy and Industry. Ari presented the case for alternative proteins alongside Israeli startups and the Israel Innovation Authority at a meeting with the World Economic Forum. He also presented at an event for 30 Ambassadors and dozens of investors who assembled to learn about Israeli foodtech.
- GFI Europe Senior Public Affairs Manager Ivo Rzegotta gave a keynote address on the three pillars of alternative protein (plant-based, cultivated, and fermentation) at the [Next Generation Proteins Conference](#) in Germany. The two-day conference was the closing event of a German-Icelandic joint project on alternative proteins under Horizon Europe, a key European Union funding program for research and innovation addressing climate change and sustainability.
- GFI Europe Senior Policy Manager Ellie Walden presented at the [final conference of the ProFuture project](#) alongside a key contact from the European Commission's Agriculture department as part of the "Horizons4Protein" day, the network of Horizon Europe-funded projects related to alternative proteins. Ellie gave a top-level update on global regulatory and research developments that have happened in global alternative protein policy, stressing the risks of Europe falling behind.
- At the [Global Food Security and Sustainability Summit 2023](#) in Vietnam, GFI APAC Policy Specialist Ankur Kumar Chaudhary spoke on a panel about reducing food loss amid a global food crisis and led a presentation on advancing the taste, texture, and performance of new protein products.
- GFI Europe Senior Policy Manager Alex Holst chaired a panel on the political economy of transforming food systems in Europe at the [Political Economy of Meat Systems Transformation Conference](#) in Switzerland. Panelists included members from the UK Food, Farming and Countryside Commission, Lidl International, Wageningen University, the World Wildlife Foundation, and the Vegetarian Society of Denmark.
- GFI APAC welcomed a 15-member delegation from Kanagawa Prefecture in Japan, including representatives from corporations, startups, and investment firms interested in the cultivated meat ecosystem in Singapore. GFI APAC SciTech Manager Wasamon Nutakul, Ph.D., and GFI APAC Innovation Associate Valerie Pang led a presentation on Singapore's cultivated meat landscape from the industry, science and technology, and policy perspectives.
- GFI Brazil Policy Specialist Alysson Soares and GFI Brazil Policy Analyst Gabriela Garcia presented GFI's current projects, challenges, and advancements in a meeting with the recently installed



Secretary of Green Economy of the Ministry of Development, Industry, Trade and Services, inviting them to join the Coalition for Alternative Proteins initiative launching at COP28.

- GFI Policy team members collaborated with the EVERY Company team to organize a comprehensive facilities tour and tasting alongside GFC for California Assemblymember Diane Papan (D-21) and staff from California State Senator Josh Becker's office (D-13). Attendees got to enjoy EVERY's macarons made with the "world's first animal-free egg white" using precision fermentation.
- Upon the invitation of the Guangxi Nanning Development and Reform Commission (NDRC), Director of Strategic Partnerships Grace Liu and Public Relations Manager Phoenix Jiang from GFIC, an independent strategic partner that does mission-aligned work in mainland China, attended the China-ASEAN Production Capacity and Investment Cooperation Forum and the ASEAN Expo, co-hosted by the NDRC and the provincial government of the Guangxi Autonomous Region. Over 300 attendees participated in the forum, including government officials from China and ASEAN countries, think tank executives, foreign enterprise leaders, and scholars. Phoenix and Grace engaged with key government officials and ASEAN representatives to advocate for alternative proteins as a solution to China's food security challenges.
- GFI India Policy Specialist Radhika Ramesh submitted [GFI India's inputs](#) toward the [National Deep Tech Startup Policy](#) developed by the Office of the Principal Scientific Advisor, Ministry of Science and Technology, and Invest India. The policy aims to support the deep tech startup ecosystem in India, which Radhika emphasized should include technologies for cultivated and fermentation-based proteins.



### **GFI influences the for-profit sector to prioritize alternative proteins**

- Coinciding with GFC, the GFI Corporate Engagement team hosted a luncheon at [Farming Hope](#) for over 35 chefs, corporate stakeholders, and investors which featured chef-created dishes with products from 10 different alternative protein companies. Alongside the luncheon, four curated cultivated meat and seafood tours and tastings were held, and participants from Incrivel/JBS, Griffith Foods, Conagra, JP Morgan, Sumitomo, and more had the opportunity to try Mission Barns' meatballs and bacon made with cultivated pork fat and Wildtype's cultivated salmon saku.
- GFI Europe Policy Manager Linus Pardoe and GFI Europe Senior Communications Manager Sophie Armour spoke at the annual [Future Food-Tech Summit](#) in London. Sophie took part in a precision fermentation panel alongside Sainsbury's, Upfield, Onego Bio, and Google Cloud, and Linus chaired a main stage session on accelerating cultivated meat R&D through partnerships and collaboration.
- GFI Europe partnered with Accenture, the Alternative Protein Association, CPT Capital, and SOSV to host a pre-Future Food-Tech London reception with a showcase of 13 European alternative protein companies and over 150 attendees, including representatives from Google, Nestlé, and Cargill.
- Investor Engagement Manager Sharyn Murray helped organize and provided opening remarks for an investor dinner held after GFC hosted by the [GlassWall Emerging Growth Consortium](#) (EGC), an



initiative for which GFI serves as a knowledge partner that brings together later-stage specialist and generalist investors interested in alternative proteins.

- GFI APAC Corporate Engagement Manager Jennifer Morton spoke at a Bühler [Innovation Day](#) event in Bangkok, where she gave a presentation on alternative protein market insights to representatives from Thai Union, CP Group, and local Thai startups.
- Innovation and Entrepreneurship Manager Laine Clark hosted a roundtable on non-traditional funding pathways for commercialization in the alternative protein sector. Participating companies and organizations included UPSIDE Foods, ENOUGH, EVERY, Nature's Fynd, Mission Barns, IDB Invest, DFC, and Tuatara Development Capital. Participating consultants included Lopa Shah (former IFC), Nikhil Prashar (former UBS), and Zak Weston.
- GFI Europe Senior Corporate Engagement Manager Carlotte Lucas and Corporate Engagement Lead Marika Azoff hosted a [LINC](#) roundtable focused on addressing the ultra-processed narrative surrounding alternative proteins. Key takeaways from the discussion included the need to develop a coherent campaign to educate consumers on the health benefits of alternative proteins and the need to work with trusted nutritionists and retailers to promote these benefits.
- Senior Scientist Lucas Eastham, M.Sc., gave a presentation on precision fermentation in alternative proteins for the [Lee Enterprises Consulting](#) team, the world's largest bioeconomy consulting group with over 150 expert consults, at their monthly team conference.

#### **GFI positions alternative proteins as a scalable solution to global challenges**

- GFI was on the ground during an action-packed [Climate Week NYC](#), where, unlike in years past, alternative proteins were infused into several high-profile sessions and events. GFI team members engaged with key stakeholders throughout the week, including as panelists for the Sustainability Summit hosted by the Danish Consulate General and the INNOV-EAT Expedition co-hosted by Clim-Eat, the Columbia Climate School, Bezos Earth Fund, Bayer, and EAT. Our team also joined an alternative proteins-themed lunch event for governments, climate NGOs, and philanthropies co-hosted by the [Bezos Earth Fund](#), the [UAE](#), and the [USDA](#). The lunch featured incredible dishes prepared with [GOOD Meat cultivated chicken](#).
- GFI Brazil was a collaborating partner for two major alternative protein events—[Plant Based Tech 2023](#) and [New Meat Brazil 2023](#)—at which the team highlighted manufacturing processes across the plant-based chain, advances in research on cultivated meat in Brazil, and new multilateral discussions on alternative proteins. The events attracted approximately 500 attendees.
- Senior Advisor to the President Shayna Fertig spoke on a panel at the Food Matters Live [Sustainable Food Forum](#), ensuring alternative proteins were central to the discussion on reforming our global food system for the health and future of our planet.

#### **Top media mentions:**

- GFI APAC Managing Director Mirte Gosker was featured in an [article](#) by the *Financial Times* that discussed recent conclusions drawn by Sharia law scholars in Saudi Arabia on halal certification requirements for cultivated meat products. Excerpt: “This week’s ruling provides much-needed insight on what an approval roadmap might look like, and we expect that startups will immediately begin adapting their production processes to satisfy this new guidance.” This story was [syndicated](#) globally and prompted an [on-air interview](#) (beginning at 22:30) with BBC World Service radio.

- Mirte was also featured on the [front page of the Straits Times](#)—Singapore’s top newspaper—as part of an [article](#) about Southeast Asian startups selling plant-based meat in Europe and the United States. As Mirte notes in the article, consumers in Europe have made clear that they want the plant-based foods category to succeed.
- *Food Technology Magazine* quoted Elliot in a detailed [article](#) about cultivated meat: “Products have to come to the marketplace and wow the consumer or they won’t get repeat purchase.”
- *The Hindu*, the second-most circulated English-language newspaper in India, published an [article](#) on alternative protein careers by GFI India Innovation Specialist Devika Suresh that covered economic opportunities, the current job landscape, and the massive employment opportunities within several areas of the sector. Excerpt: “As the smart protein sector in India continues to grow and evolve, it's clear that individuals with a unique blend of scientific expertise and entrepreneurial spirit are needed to drive its advancement.”
- Associate Director of Industry Intelligence and Initiatives Emma Ignaszewski was quoted in a *Fast Company* [piece](#) on suggested nomenclature for the cultivated meat field: “As cars became popular, they were called motor carriages, auto-motor horses, buggyauts, autometons, motorigs, truckles, and more. It makes sense for an industry to explore and test different terms as the first products are commercialized. The cultivated meat industry, like any other, is fine-tuning language to optimize for consumer understanding and appeal.”
- Emma was quoted in a *Grist* [piece](#) covering a [new study in Nature Communications](#) which found that replacing half of the world's meat and milk consumption with plant-based alternatives could effectively halt deforestation associated with animal agriculture and make a significant dent in agricultural GHG emissions. Excerpt: “Writing off alternative proteins today would be like writing off solar power in the 1980s or writing off electric vehicles in the early 2000s. Transforming the \$1 trillion dollar global meat market will take time and continued innovation. Getting to 50 percent market share by 2050 would be a moonshot. But by no means would it be impossible.”

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### **Thank you for fueling our mission!**

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From everyone on [Team GFI](#), thank you for your enthusiasm, partnership, and commitment to a better future.

Sincerely,



Bruce Friedrich  
President and Founder

