GFI's GLOBAL HIGHLIGHTS

September 2024

The top highlights:

- **The Bezos Centre for Sustainable Protein at the National University of Singapore (NUS) was launched with $30 million in funding, the first facility of its kind in Asia and the third such alternative protein research center announced this year, following a rigorous evaluation process conducted in partnership with GFI.** GFI APAC Managing Director Mirte Gosker and GFI CEO Ilya Sheyman joined an exclusive pre-launch lunch with the President of Singapore, who is also the NUS chancellor. Mirte delivered the launch event's opening ceremony speech alongside Earth Fund CEO Sir Andrew Steer and Earth Fund Future of Food Director Andy Jarvis. The event highlighted Singapore's continued commitment to leading innovation in alternative proteins and was featured in Singapore's largest English- and Chinese-language newspapers. (Photo credit: NUS)



- **GFI made its debut in *Nature*, one of the most-read and prestigious scientific journals in the world, with a column on alternative proteins in Asia.** Co-authored by GFI APAC policy, science, and communications experts and the CEO of GFIC, an independent partner that does mission-aligned work in mainland China, the article explores the role and development potential of the alternative protein industry in Asia. In addition to being published online and amplified to *Nature*'s millions of followers, the article ran as a three-page spread in the print edition (pdf here).
- **GFI India elevated the presence of alternative proteins at World Food India 2024, a global event organized by the Ministry of Food Processing Industries (MoFPI).** GFI India Acting Managing Director Sneha Singh moderated an official panel on the infrastructure requirements for scaling plant-based and biomass-derived proteins. The GFI India team was also asked to lend expertise across various event activities, including organizing a plant-based technology exhibit at the MoFPI pavilion.



- **GFI Japan is on the map!** GFI's arrival in Japan represents our latest move to lean in on Asia as an epicenter of alternative protein innovation. Japan is the world's fourth-largest economy, has a world-leading advanced research and manufacturing sector, and has the potential to revolutionize alternative proteins. Leading up to GFI Japan's official launch, Interim Director Kimiko Hong-Mitsui delivered a keynote presentation at Japan's annual Cellular Agriculture Conference in Tokyo.

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 India SciTech Specialist Padma Ishwarya, Ph.D., spoke at Global-Bio India, an annual conference organized by the Biotechnology Industry Research Assistance Council, on a panel on the evolving landscape of the food industry. The discussion included expectations and opportunities for the alternative protein sector under India's new biotechnology policy, BioE3.
- GFI Israel VP of SciTech Michal Halpert, Ph.D., and GFI Israel Scientific Consultant Michelle Hauser co-hosted a seminar on artificial intelligence and alternative proteins at the Weizmann Institute of Science with the Weizmann Biotech Club. The event attracted over 90 participants, including students, researchers, and industry professionals.
- GFI APAC SciTech Manager Wasamon Nutakul, Ph.D., and SciTech Engagement Specialist Arin Naidu facilitated a two-day workshop on the alternative protein industry in Thailand, co-hosted by Thailand's Office of National Higher Education Science Research and Innovation Policy Council and Kasetsart University. The workshop drew participation from startups, academia, government, funding agencies, and industry and comprised sessions on enhancing the local R&D ecosystem, building a skilled workforce, and establishing comprehensive infrastructure to support industry growth.
- GFI India SciTech Specialist Chandana Tekkatte spoke on a panel at the National Academy of Agricultural Sciences brainstorming session to collate scientific and policy actions needed to increase cultivated seafood research initiatives at the Indian Council of Agricultural Research chain of research institutions.
- GFI SciTech experts authored a report on omega-3s in alternative meat and seafood. Based on surveys conducted with alternative meat and seafood companies, the report reveals that omega-3s could be a significant bottleneck for alternative proteins, requiring substantially more investment in alternatives to fish oil. The results also suggest alternative proteins could represent a lucrative opportunity for microalgae, precision fermentation, and plant molecular farming companies producing long-chain omega-3s such as EPA and DHA.
- GFI Europe co-organized a conference with the University of Turin in Italy titled "The Science of Cultivated Meat" as part of the European Biotech Week. GFI Europe Public Affairs Consultant Francesca Gallelli delivered the keynote address and GFI Europe International PR Manager Ilaria Bertini moderated panel discussions with distinguished speakers from the fields of biology, veterinary science, engineering, law, psychology, philosophy, and nutrition. The conference attracted around 200 participants, including industry leaders, prominent journalists, and post-doctoral students.
- Principal Scientist Elliot Swartz, Ph.D., hosted this month's Cultivated Meat Collaborative webinar, which featured a presentation from the synthetic biology startup MNDL Bio. They discussed unlocking the potential of recombinant proteins to accelerate cultivated meat production.
- Academic Community Specialist Asia Sheehab hosted the Building Your Alt Protein Career webinar, which included a presentation on career insights in marketing strategy and business development from the marketing and strategic partnerships manager at Ivy Farm Technologies.

- GFI Israel SciTech Manager Anton Slavkin delivered an introductory lecture on alternative proteins for the Food Techies program, a training initiative for food process engineers in Israel's foodtech industry. Funded by the Israeli Innovation Authority, Food Techies was established following GFI Israel's 2022 workforce survey that highlighted the need for such training programs.
- GFI Europe Head of Science & Technology Seren Kell spoke on a panel organized by the United Kingdom's cultivated meat and farmers research project, which GFI Europe supported as an advising partner. Seren and co-panelists discussed key findings from the project's final report and recommendations for the future. The project was funded by UK Research and Innovation.

GFI influences the public sector to support alternative proteins

- GFI Israel Associate Director of Policy Adi Ben Tov, Sustainability & Food Security Senior Manager Shiri Heffer, and VP of Strategy and Policy Alla Voldman participated in the kickoff meeting for Israel's 25-year national food security strategy led by the Ministry of Agriculture and Food Security. GFI Israel is taking part in two of the six working groups—R&D & Innovation and the Food Industry—aiming to position alternative proteins as a key solution requiring funding.
- GFI Brazil's policy briefing on alternative proteins was published by T20 Brazil, an engagement group of G20 that brings together think tanks and research centers from G20 member countries, as well as from guest countries and organizations. The briefing aims to introduce alternative proteins within the scope of climate and food security discussions under the G20 agenda and deliver policy recommendations to member countries.
- Following a written briefing completed earlier this year by Associate Director of Regulatory Affairs Maddie Cohen, J.D., and our partners at the Animal Legal Defense Fund (ALDF), the U.S. District Court for the Western District of Texas denied the state's request to dismiss the case challenging Texas's label censorship law. Per the court's order, the constitutional challenges to the law, which were brought by GFI and ALDF on behalf of Tofurky and the Plant Based Foods Association, have been sufficiently alleged and the case will now move forward with a narrowed focus to only include plant-based product labeling.

GFI influences the private sector to prioritize alternative proteins



- By invitation of the Shanghai Synthetic Biology Industry Association, GFIC CEO Doris Lee gave the keynote address at the Future Food and Healthy Living thematic forum, part of the inaugural biomanufacturing forum, at the 2024 China International Industry Fair. During her address, she discussed the importance of alternative proteins and the bioeconomy.
- GFI Brazil Corporate Engagement Data Specialist Camila Lupetti was a panelist at Expomeat, Brazil's premier trade show for the meat industry, for a discussion on regulating the Brazilian plant-based protein market. Sharing the stage with representatives from the Ministry of Agriculture and consumer protection organizations, Camila presented market data and consumer research on plant-based products in Brazil.
- GFIC Associate Business Analyst Rachel Chen, Content Coordinator Mint Yin, Innovation & Entrepreneurship Manager Viola Chen, and Public Relations Manager Phoenix Jiang represented GFIC at Slush, a tech innovation conference that connects startups, investors, and industry leaders

in Shanghai. Rachel delivered a keynote address that explored the significance of alternative proteins in sustainable development, and Viola moderated a roundtable discussion on sustainable consumption.

- Senior Policy Specialist Maille O'Donnell and Senior Corporate Engagement Manager Laine Clark hosted an industry roundtable on public funding for alternative protein scale-up. Maille provided a brief presentation on U.S. government opportunities for alternative protein companies, followed by a discussion on the policy interventions that will be most impactful for scaling the industry and how current programs can more effectively support the sector.
- GFI India Senior Innovation and Entrepreneurship Specialist Aiyanna Belliappa moderated a panel on scaling the alternative protein supply chain at Fi India, a leading food ingredients event. The discussion focused on the role of indigenous crops in the ingredient pipeline and the need for innovation in manufacturing equipment to lower the price of alternative protein products.
- Senior Manager of Investor Engagement and Financing Sharyn Murray and Laine coordinated the September Business of Alt Protein webinar on financing alternative protein commercialization. GFI consultant Lopa Shah shared key insights from GFI's newly released Funding the Build report. Maille and panelists from the Abu Dhabi Investment Office, Clear Current Capital, and Liberation Labs discussed opportunities and challenges of financing alternative protein commercial growth.
- GFI Israel Business Development Manager Eden Pozin hosted a webinar on blended meat products which shared market developments and best practices, innovation needs, and collaboration opportunities for startups, manufacturers, and consumer packaged goods companies.
- Research Analyst Ben Pierce published a report on U.S. plant-based meat retail shoppers, informed by our shifting and migration studies conducted with NielsenIQ. The report analyzes plant-based meat buyer profiles, analyzes their purchase frequency, motivations, and barriers, and outlines opportunities to engage new customers.
- GFI Europe Head of Industry Carlotte Lucas spoke on a panel about funding the scale-up of foodtech and agricultural technologies at the Gulfood Green and the Food for Future conference in Dubai, with co-panelists from PepsiCo, Omnivore VC, and the Emirates Development Bank. She also participated in a private roundtable hosted by the Dutch Embassy to discuss opportunities for developing a plant-based ecosystem.

GFI positions alternative proteins as a scalable solution to global challenges

- Founder & President Bruce Friedrich and Senior Advisor to the President Shayna Fertig were featured in several high-profile sessions and events at this year's Climate Week NYC, advocating for alternative proteins as a climate change solution. They spoke at sessions hosted by The Food & Bio Forum, the Royal Consulate General of Denmark in New York, McKinsey & Company, and Giving Green, among others. Bruce hosted a table at the *New York Times*' Changemaker Lunch, leading a conversation on what may be stopping climate advocates from



going all-in on plant-based and cultivated meat. GFI also co-sponsored an event by The Uproot Project on the intersections of climate, food, and culture.

- Aiyanna spoke at the Nasscom Design and Engineering Summit, delivering a masterclass on alternative proteins and their role in mitigating climate change, reducing greenhouse gas emissions, and conserving resources. Audience members included stakeholders from the infrastructure and engineering fields.
- GFI Israel led a plenary session on food security technologies at the 52nd Annual Conference for Science and the Environment, Israel's largest gathering of environmental professionals. Featured speakers included GFI Israel CEO Nir Goldstein, the Danish Ambassador to Israel, the advisor to Israel's Food Security Administration, leaders from the Institute of National Security Studies and the Carnegie Endowment for International Peace, and a panel of experts from the Israeli Ministry of Agriculture and Food Security, the Samuel Neaman Institute for National Policy Research, and Tel Aviv University. The plenary emphasized alternative proteins as key to ensuring sustainable food supplies in countries around the world.



- Expanding their reach in Europe and beyond, the GFI Europe team launched a Spanish-language version of their website.

Top media mentions:

- Bruce was profiled in the *New York Times* as part of its coverage of the Climate Forward Changemaker Lunch held during New York Climate Week. The article focuses on the food systems' connection to climate change. Excerpt: "He pointed to figures showing meat eating up by 70 percent worldwide in the last quarter century and he expects it to increase by another 70 percent in the next. '...it also makes climate goals completely impossible,' Mr. Friedrich added."
- The *Straits Times*, Singapore's top newspaper, published a column on the immense potential of the Bezos Centre for Sustainable Protein at NUS, co-authored by Mirte and Bezos Centre acting director Professor Zhou Weibiao. Excerpt: "The challenges ahead are substantial and time is not on our side, but by bringing Singapore's brightest minds together to unleash the climate-mitigation potential of 'future foods,' NUS could reignite humanity's hope for a better tomorrow, fuel domestic economic growth, and help sustainable proteins finally achieve escape velocity."
- Mirte was also featured in two articles in the *Straits Times* on fermentation-derived proteins in Singapore's research ecosystem: one that provides an overview of fermentation technology and barriers to scaling up, and another that highlights recent investment in the sector.
- YNET, Israel's leading news website, published an article sharing key moments from Israel's Annual Conference for Science and the Environment, including quotes from GFI Israel team members on food security and the inefficiencies of animal-based food production.
- Associate Director of Industry Intelligence and Initiatives Emma Ignaszewski was quoted in an article in *Food and Wine* about Beyond Meat's announcement that they will release a plant-based steak product made from mycelium. "For both frequent users of plant-based meat and consumers

who have bought it once or twice but not in the past year, the number one thing that would convince them to buy plant-based meat at the grocery store is if the taste and texture were exactly like conventional meat."

- Italy's financial newspaper of record, *Il Sole 24 Ore*, shared an article highlighting GFI Europe's Italian plant-based sales report. The article concludes with a quote from Francesca: "To unlock Italy's potential 'we need to compare ourselves with what happens abroad, in countries with an agri-food tradition similar to ours, such as Spain and France; think of support measures for entrepreneurs and companies and, above all, depoliticize the issue,' concludes Gallelli."

Thank you for fueling our mission!

GFI is powered by philanthropy; these accomplishments are only possible thanks to gifts and grants from our family of donors. If you or someone you know would like to learn more about supporting the work you read about in our Global Highlights, please contact philanthropy@gfi.org.

From everyone on Team GFI, thank you for your enthusiasm, partnership, and commitment to a better future.

Sincerely,



Bruce Friedrich
President and Founder