GFI's GLOBAL HIGHLIGHTS

January 2025

The top highlights:

- **GFI delivered a keynote address at the scientific kick-off event for the Bezos Centre for Sustainable Protein at Imperial College London.** During their speech, GFI Europe Head of Science & Technology Seren Kell and VP of SciTech Amanda Hildebrand, Ph.D., presented key trends and prospects for alternative proteins in Europe. GFI team members from Europe and the United States also joined leaders from the Bezos Earth Fund and the three newly established global Bezos Centers for Sustainable Protein to discuss strategies to best coordinate future endeavors.



- **GFI APAC contributed to Singapore's newly passed Food Safety and Security Bill (FSSB),** which strengthens Singapore's food safety framework by formalizing existing practices for novel foods, among others, requiring pre-market approvals to identify potential food safety risks early. GFI APAC Policy Manager Samuel Goh, who provided valuable insights to the novel foods portion of the FSSB, attended the parliamentary reading and a reception graced by Prime Minister Lawrence Wong, Minister for Sustainability and the Environment Grace Fu, and other distinguished government leaders.
- **The Alt Protein Project (APP), GFI's global college chapter program, hosted its annual Strategic Planning Summit for 62 student groups.** Students from each APP group inspired one another through three rounds of breakout sessions, sharing past successes, outlining upcoming goals, and exploring potential strategic collaborations.
- **GFI Israel presented at Environment 2050, one of Israel's premier annual conferences for industry leaders, policymakers, and innovators tackling climate challenges and driving sustainable solutions.** In a session on food innovation, GFI Israel VP of Sustainability and Operations Ari Ben Dror highlighted Israel's unique position at the forefront of the alternative protein sector and called for increased investment and strategic policy support to accelerate sector development.



- **GFI Consultancy (GFIC), an independent strategic partner that does mission-aligned work in mainland China, released their annual Chinese-language Year in Review,** highlighting key milestones achieved in 2024, from advancements in alternative protein research to the expansion of the alternative protein ecosystem.

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

- Scientific Partnerships Manager Bianca Datta, Ph.D., hosted the January Science of Alt Protein webinar with guest speaker Dr. Michael Greger, physician and founding member of the American College of Lifestyle Medicine. Through a robust review of current research, Dr. Greger explained how plant-based meats, unlike other ultra-processed foods, are healthier than the products they replace.
- Collaborators at the Federal University of São Paulo authored a new journal article with results from their GFI Brazil-funded nutrition study. The article evaluates the nutritional composition of seven plant-based burgers available in the Brazilian market, focusing on their macro- and micronutrient profiles, fatty acid composition, and amino acid profiles. The resource highlights the implications of these findings for addressing nutritional adequacy, health outcomes, and consumer misconceptions.
- GFIC SciTech Engagement Coordinator Sirui Jiang and SciTech Manager Yeshi Liang launched GFIC's second annual Student Ambassador Program, which engages and empowers student leaders as they initiate outreach activities on their campuses. Eight students were selected from China's top universities in food science and technology, including Jiangnan University, Nanjing Agricultural University, Huazhong Agricultural University, and South China Agricultural University.
- GFI India co-hosted a roundtable with the Food Industry Capacity and Skill Initiative and the University of Trans-Disciplinary Health Sciences and Technology. Industry leaders and academics engaged in discussions on plant-based protein talent and workforce development to address current challenges, discuss collaborative solutions, and outline actionable steps.
- GFI Brazil SciTech Analyst Isabela de Oliveira Pereira moderated a food and biotechnology panel at the first Biotechnology Innovation Meeting at the State University of Campinas (UNICAMP), hosted by the Institute of Biology in partnership with Kerry Group. Panelists shared developments in cultivated meat research and industrial-scale production of amino acids. The event aimed to connect researchers across universities, companies, and startups.
- GFI Europe Scientific Community Coordinator Ismaël Bawah organized a workshop bringing together five APP chapters in the United Kingdom to strengthen collaboration and support across chapters with shared projects and events.
- Principal Scientist Elliot Swartz, Ph.D., hosted this month's Cultivated Meat Collaborative webinar, featuring a joint presentation from the University of Nottingham and STEMCELL Technologies. Their presentation addressed the development of cell lines for the production of cultivated meat and suitable media for porcine stem cell lines.
- Senior Associate Director of Scientific Ecosystems Amy Huang and Bianca presented at the Association of 1890 Research Directors leadership meeting to discuss opportunities in protein diversification. The meeting brought together deans, research directors, and department heads from all 19 historically Black land-grant universities.
- GFI APAC, in collaboration with the APAC Society for Cellular Agriculture, launched the Singapore Cellular Agriculture Mentor-Mentee Program. This new program will pair industry mentors with

students to collaborate on cellular agriculture projects, providing hands-on experience, guidance, and skill development to help students build their careers in the alternative protein sector.

- GFI Europe Senior Research and Grants Manager Stella Child, Ph.D., joined a panel hosted by EIT Food at the Sustainable Foods Conference in London to discuss the potential of biotechnology for sustainable foods. The annual event brings together global leaders across the food value chain, government officials, technology firms, investors, and other key stakeholders to collaborate and strategize toward a more sustainable food future.
- Principal Scientist Adam Leman, Ph.D., was a featured presenter for a webinar on the potential of precision fermentation organized by the Danish Embassy in Washington, DC. Adam discussed ingredient functionality and future methods for increased production and sustainability.

GFI influences the public sector to support alternative proteins

- GFI Israel Sustainability & Food Security Senior Manager Shiri Heffer was selected to represent GFI Israel on the Inter-Ministerial Committee for Greenhouse Gas Emissions Reduction alongside three other leading environmental NGOs. In this role, Shiri will help shape government policy on food-related emissions reduction and NDC implementation.
- The U.S. Food and Drug Administration (FDA) released new draft guidance on plant-based labels, which, for the first time, explicitly permits common meat-product terms and standardized terms on plant-based labels so long as they are not misleading—the exact nomenclature scheme that GFI asked the agency to codify in our 2017 petition. Associate Director of Regulatory Affairs Maddie Cohen, J.D., reviewed the guidance and shared her analysis with several industry publications. GFI will submit comments to the FDA on the draft guidance.

GFI influences the private sector to prioritize alternative proteins

- GFI India, in partnership with the European Sustainable Protein Research Network, hosted an industry-academia workshop at the Indian Institute of Technology Bombay, which focused on the Indian alternative protein supply chain network and explored interdisciplinary partnerships between Indian and European stakeholders. Through a series of roundtables, expert speakers examined supply chain bottlenecks and the role of emerging technologies, strategies to strengthen Europe-India alignment through regulatory standards and joint initiatives, and approaches to addressing funding gaps through cross-regional supply chain innovations and public-private partnerships. Following the workshop, GFIdeas India and the Cambridge University APP chapter hosted a networking session for Mumbai's alternative protein community, including industry professionals, academics, scientists, and students.
- In collaboration with Accenture, GFI published a report on nomenclature and messaging for precision fermentation based on consumer research findings from France, Germany, Spain, the United Kingdom, and the United States. The report is the culmination of a multi-year collaboration led by GFI Europe Head of Communications Sophie Armour and Director of Corporate Engagement Emma Ignaszewski to explore the language and messaging that will most appeal to consumers and identify potential challenges as precision fermentation products come to market in different regions.



- Consumer Research Lead Taylor Leet-Otley and Associate Director of Market Insights Jody Kirchner published four consumer snapshot reports for plant-based meat, cultivated meat, precision-fermented dairy, and mycoprotein. The reports share key insights about consumer needs, perceptions, and demand for alternative proteins in the U.S. market.
- GFI Israel Business Development Manager Eden Pozin judged the final pitching event of a foodtech ideation competition organized by Foodtech Nation, the umbrella organization for foodtech student groups in Israel. GFI Israel provided mentorship and ecosystem expertise to the students, who worked on ventures aligned with GFI's identified white spaces.

GFI positions alternative proteins as a scalable solution to global challenges

- Founder & President Bruce Friedrich joined Tufts University Professor David Kaplan—who received $10 million from the U.S. Department of Agriculture in 2021 to form the world's first Center of Excellence in Cellular Agriculture—for an opening plenary fireside chat about the current state of cultivated meat as part of the opening plenary at the third annual Tufts Cellular Agriculture Innovation Day.
- GFI Israel participated in the Food Sec & Tech Conference in Israel, where leading researchers and executives from government and industry gathered to discuss food security challenges and potential solutions such as alternative proteins. CEO Nir Goldstein joined a panel on innovation in the food industry and shared GFI's role in fostering relationships between industry stakeholders and foodtech innovators. SciTech Manager Avishag Levi Bar-Shalom, Ph.D., participated in a plant-based innovation panel and discussed how GFI is driving research to address key technological gaps in taste and texture. Shiri spoke on a panel on food security and climate change, highlighting the role of alternative proteins in core strategies for sustainable food systems.
- Startup Innovation Lead Pat McAuley hosted the January Business of Alt Protein webinar, which explored why food is underserved as a climate issue. The webinar featured a presentation by Henrik Bennetsen, a serial entrepreneur and co-founder of FoodxClimate, on how this neglect jeopardizes climate goals and undermines global food security, which has direct implications for national security and societal stability.

Top media mentions:

- The *New York Times* quoted Emma on the potential growth of the plant-based sector based on consumer trends in their piece on plant-based meat companies' product reformulations. Emma shared that "research showed the majority of young consumers in 10 countries planned to spend more in the future on plant-based products out of concerns for health, sustainability, animal welfare and climate change," and that "plant-based alternatives have on average 11 percent the environmental impact of meat." The piece was also featured in the *New York Times Climate Forward* newsletter.
- GFI APAC Managing Director Mirte Gosker was quoted in two articles in *The Countryman*, a prominent newspaper in Western Australia. The first article spotlighted GFI's Alt Protein Project, while the second focused on the need for local government support to accelerate cultivated meat development, comparing it to the success of the renewable energy sector: "'Today, the clean energy sector is an economic engine, delivering huge dividends to all who propelled it into commercial viability,' Gosker said. [The] 'global meat supply is now at a similar inflection point;

facing skyrocketing protein demand and diminishing natural resources, it's only a matter of time until every country on Earth will need food technologies that can make more with less.'"

- GFI Europe Senior Public Affairs Manager Ivo Rzegotta was interviewed by Table Media, a top briefing publisher in Germany, for a piece on the upcoming German protein strategy. Ivo spoke about the impact of the upcoming elections on the strategy and initiatives of the German federal government to support protein diversification. Excerpt: "Some things have already been achieved on the subject of protein diversification. Work on this will not stop and there is legitimate hope that the next government will take up the issue again."
- GFI Europe Managing Director Alex Mayers participated in a press conference organized by Messe Frankfurt in advance of the May IFFA trade fair—the biggest meat industry trade fair in the world. GFI Europe helped put alternative proteins on the agenda for the first time in 2022, and the upcoming 2025 event will have a World of New Proteins hall as an independent key theme. The press conference panel featured Messe Frankfurt leadership, a major processing equipment trade group, and the executive director of the German Butchers' Association.

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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