



For immediate release.

WORLD'S FIRST NEW FOOD INVEST VIRTUAL EVENT REVEALS KEY DRIVERS OF ALTERNATIVE PROTEIN GROWTH

Berlin/Lausanne. 22 March 2021

Sustainable food industry giants gathered at the inaugural **New Food Invest**, a virtual summit hosted by **ProVeg International** and **Beyond Animal**, on **Thursday 18 March**, in a multi-region programme of panels, lectures, start-up pitches and networking led by industry experts, impact investors and pioneering CEOs and founders from around the world.

New Food Invest is the world's first global online conference focusing exclusively on bringing international plant-based and cultivated food startups together with investors and venture capitalists.

The conference's unique 3-in-1 conference format provided three segments oriented to Asian, European and American opportunities.

Memorable Quotes from leading speakers

"Today's programme completely exceeded our expectations. About 400 participants from the world's most exciting food startups coming together in one space with the world's most forward-thinking investors. This is how you change the global food system." **Jens Tuijer, International Director, ProVeg International**

"The world's first New Food Invest has brought together a large number of high level investors with unique start-ups in key regions. We will see the fruits of this legendary matchmaking in the alternative protein sector in years to come."

Claire Smith, CEO Beyond Investing and Co-Founder Beyond Animal

"Most dairy players are integrating into their growth strategy more and more plant-based options. After milk and yogurt, plant-based cheese is a huge growth avenue in the dairy alternative space. The future is very exciting on that side."

Jean-Francois Hurel, Chief Investment Officer at Danone Manifesto Ventures

"Not every solution needs to be a deeptech solution, I would encourage (entrepreneurs) to think about the myriad of pain points in our food system."

Josh Tetrick, CEO of Eat Just



"It will not go backwards, it will only scale, and the more people that jump into it and do it well, the better."

Heather Mills, CEO at VBites

"I am excited to see the power shift in our food system towards the consumers. It used to be that the food industry controlled and drove our choices. Now we see consumers drive the explosion in plant-based foods. It is a very exciting time to be part of this movement."

Seth Goldman, Chief Change Agent at Eat The Change

"The financing is available and the rewards for both the entrepreneurs, and the investors, that will bring the next generation 2.0 solutions to market are really sizable."

Eric Archambeau, CIO Astanor Ventures

"Altogether (animal alternatives) forms an enormous total addressable market of, we estimate, 5 trillion US-dollars, or around a quarter of the size of the US economy."

Jim Mellon, Director, Agronomics

"We're still in the first or second innings, if you look at household penetration, in vegan cheese only 2%, so a huge percentage of the population still don't know that plant alternatives exist, I think we have another 10-15 years of really solid growth in this arena, before we are where plant-based milk is today."

Miyoko Schinner, CEO of Miyoko's Creamery

"What is surprising is how slow big companies join the movement. We need to get those elephants in the room to have a bigger impact."

Alan Hahn, CEO at MycoTechnology, Inc.

"We're all excited by more activity in the space, in anything we are way below 1% of the total investment opportunity, there's a lot more to come. Large multinational food and pharma are getting in, and it's good for all of us."

Lou Cooperhouse, CEO of BlueNalu

"If you give someone a hamburger from Beyond Meat and he or she likes it, that is a win and that is what we are trying to do for all products."

Dan Altschuler Malek, Unovis Asset Management and New Crop Capital

"You could say there is a wall of capital (entering the space) at the moment, but we need investment to integrate vertically into our supply chain, and produce not only cheap products but healthy products." **Morten Toft Bech, Founder, Meatless Farm**



Highlights:

- ❑ **Approximately 400** participants
- ❑ **Over 75** Speakers
- ❑ **5 continents** represented (**Oceania, Asia, Europe, North and South America**)
- ❑ **20 countries** represented
- ❑ **10 hours** of programming plus **5 hours** of networking opportunities
- ❑ **At least 75 Million** US-Dollar available from participating investors per investment deal

12 expert speakers, including:

- ❑ **Jamie Arbib** - an update on the **RethinkX** report on technological disruption in food and agriculture
- ❑ **Fabio Ziemssen (NX Foods - METRO AG's Food InnovationsHub)** - Food Transformation: A Wholesalers Perspective
- ❑ **GFI's Elizabeth Derbes** - An Update on Global Regulatory Policy on Novel Foods
- ❑ **Impact-Cubed's Antti-Savilaasko** - improving portfolio sustainability through alternative protein investment
- ❑ **FAIRR's Jo Raven**, on reducing climate risks through investment in sustainable protein

18 international start-ups in three separate sessions focused on Asia, Europe and the Americas, including:

- ❑ three plant-based meat companies from China, **Hao Foods, YouKuai Food** and **HERO Protein**
- ❑ three cellular agriculture companies with **Gaia Foods** culturing red meat in Singapore, 3D printing of plant- or cell-based animal protein analogues by Spain's **Cocuus** and **Gelatex's** plant-based nanofibrous 3D scaffold for cultured meat. sustainable urban protein from Singapore-based **Sophie's Bionutrients**
- ❑ natural colorants from beetroot and algae from **Phytolon** in Israel and **Back of the Yards Algae Sciences** in Chicago, also the creator of an algal heme for plant-based burgers
- ❑ food safety and certification from **Swiss DeCode**
- ❑ vegan Omega-3 from algae from **SIMRIS**
- ❑ plant-based and healthy snacking innovators **The Nu Company** from Germany



- ❑ deliciously creamy plant-based and organic chocolate from UK-based **Fellow Creatures**
- ❑ US companies producing plant-based meats, milk and fish **No Evil Foods**, **Spinning Wheel Brands** and **Kuleana** and European gourmet cheese alternative **Les Nouveaux Affineurs**

Sponsors and Network Partners

Key Conference Sponsors included Good Seed Ventures, Astanor Ventures and Emmi Schweiz AG. Corporate Supporters included Black & Veatch and Agronomics and Network Partners included Good Food Institute and FAIRR among twenty others.

NFI agenda: <https://www.new-food-conference.com/nfi/programme>

Event website: www.new-food-invest.com

Event access: <https://beyondanimal.com/conference/view/newfoodinvest>

*For more information and media inquiries please email: newfoodinvest@proveg.com.
For access to conference recordings and inquiries about Beyond Animal please email: newfoodinvest@beyondanimal.com.*

Notes to editors:

About ProVeg International:

ProVeg is an international food awareness organisation working to transform the global food system by replacing conventional animal-based products with plant-based and cultured alternatives. ProVeg is committed to help the food industry benefit from the transformation of the global food system. ProVeg has permanent-observer status with the United Nations Framework Convention on Climate Change, is accredited for the UN Environmental Assembly, and has received the United Nations' Momentum for Change Award. More information is available at www.proveg.com.

About Beyond Animal:

Beyond Animal is a digital platform that aims to accelerate the growth of the ethical, cruelty-free, sustainable economy by providing networking, collaboration, resources, and investor matchmaking and dealmaking for a fast and efficient fundraising process. More details can be found at www.beyondanimal.com.