



A Macroeconomic View on Food Systems Change



OUR MISSION

OUR VISION

Reducing the global consumption of animals by 50% by the year 2040.

We strive for a world where everyone chooses delicious and healthy food that is good for all humans, animals, and the planet.

5 Reasons to be ProVeg



**PRO
HEALTH**



**PRO
ANIMALS**



**PRO
ENVIRONMENT**

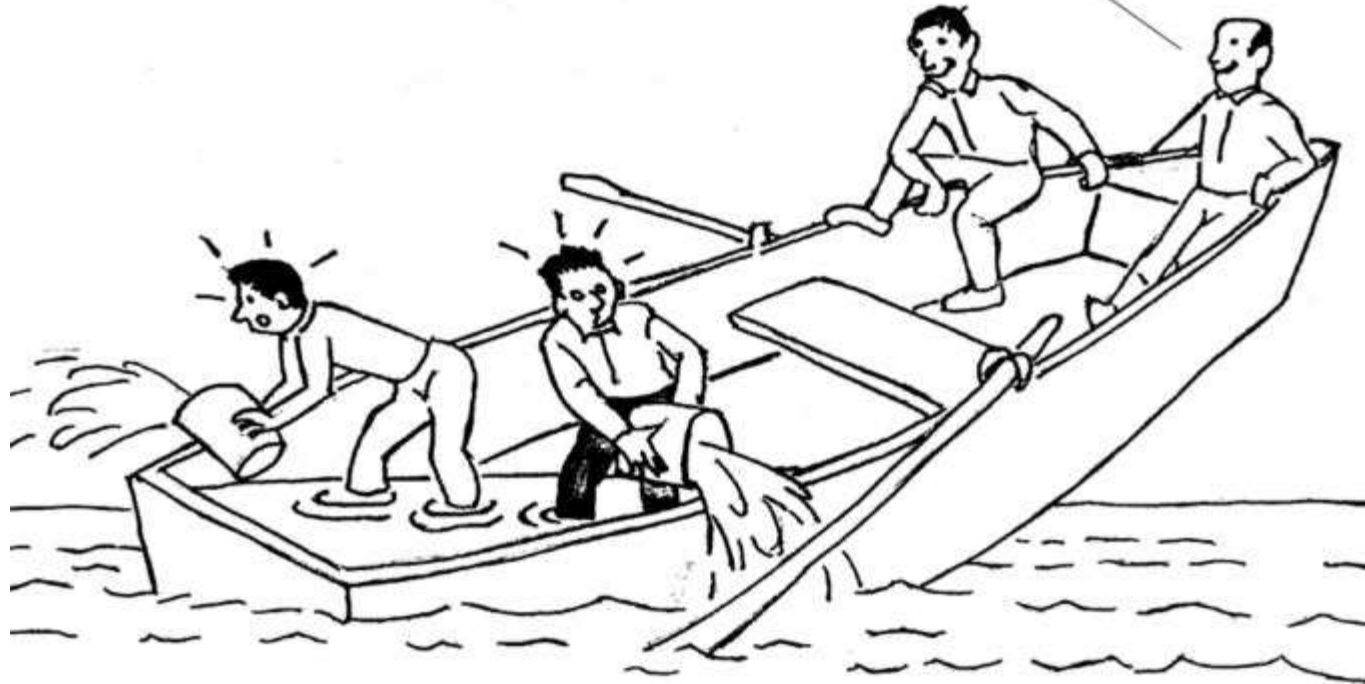


**PRO
JUSTICE**



**PRO
TASTE**

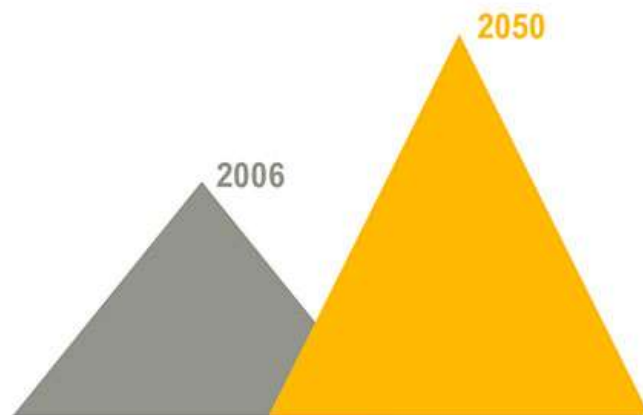
Sure glad the hole isn't at our end.



1

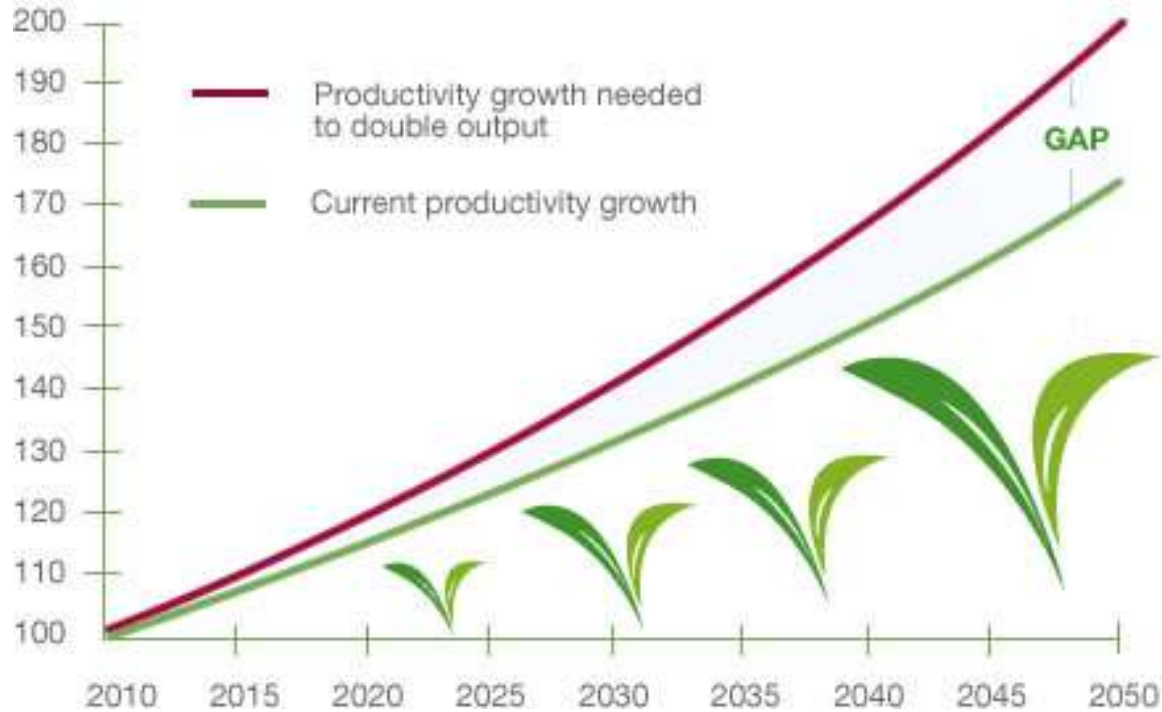
Our Common Challenge

Providing food to a growing population, in a sustainable, just, healthy and humane way



69% Required increase
in food calories
to feed 9.6 billion
people by 2050

Agricultural Output 2010 = 100



Source:
<http://www.globalharvestinitiative.org/GAP.htm>



“All predominant innovations, including digitalization, simply increase efficiency of conventional production methods and won’t overcome global agricultural and food challenges”

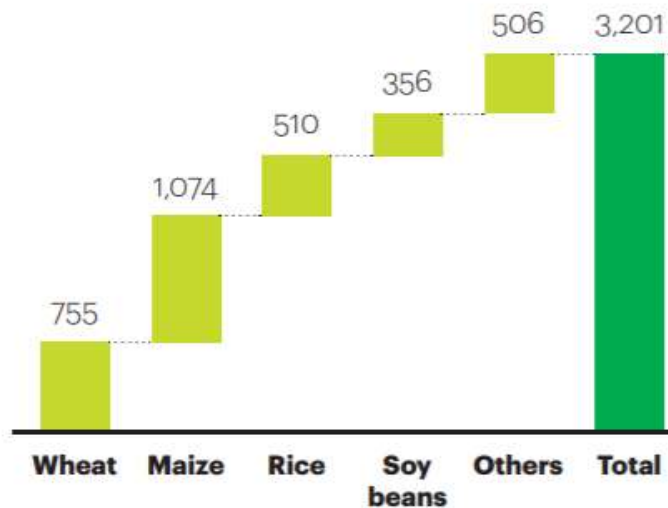
Source:

<https://www.atkearney.com/retail/article/?a/how-will-cultured-meat-and-meat-alternatives-disrupt-the-agricultural-and-food-industry>

Livestock feed consumes a large fraction of the total harvest

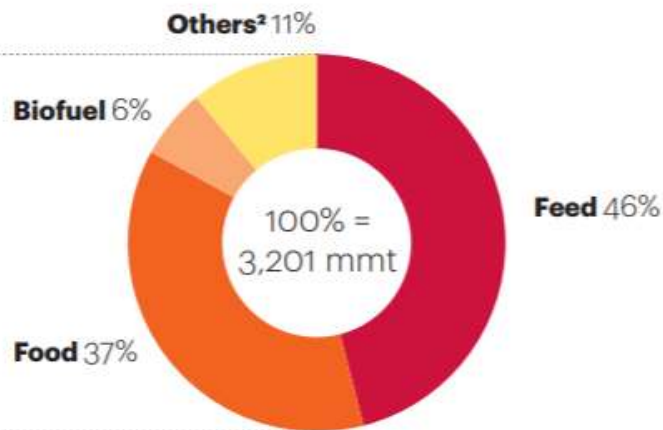
Worldwide production in 2018

in mmt¹



Worldwide consumption in 2018

in %



¹ mmt = million metric tons

² Others = industry consumption and deterioration

Sources: OECD, FAO; A.T. Kearney analysis

World Health Organization Says Processed Meat Causes Cancer

📅 Oct 26, 2015



The International Agency for Research on Cancer (IARC) has classified processed meat as a carcinogen, something that causes cancer. And it has classified red meat as a probable **carcinogen**, something that probably causes cancer. IARC is the cancer agency of the World Health Organization.

Processed meat includes hot dogs, ham, bacon, sausage, and some deli meats. It refers to meat

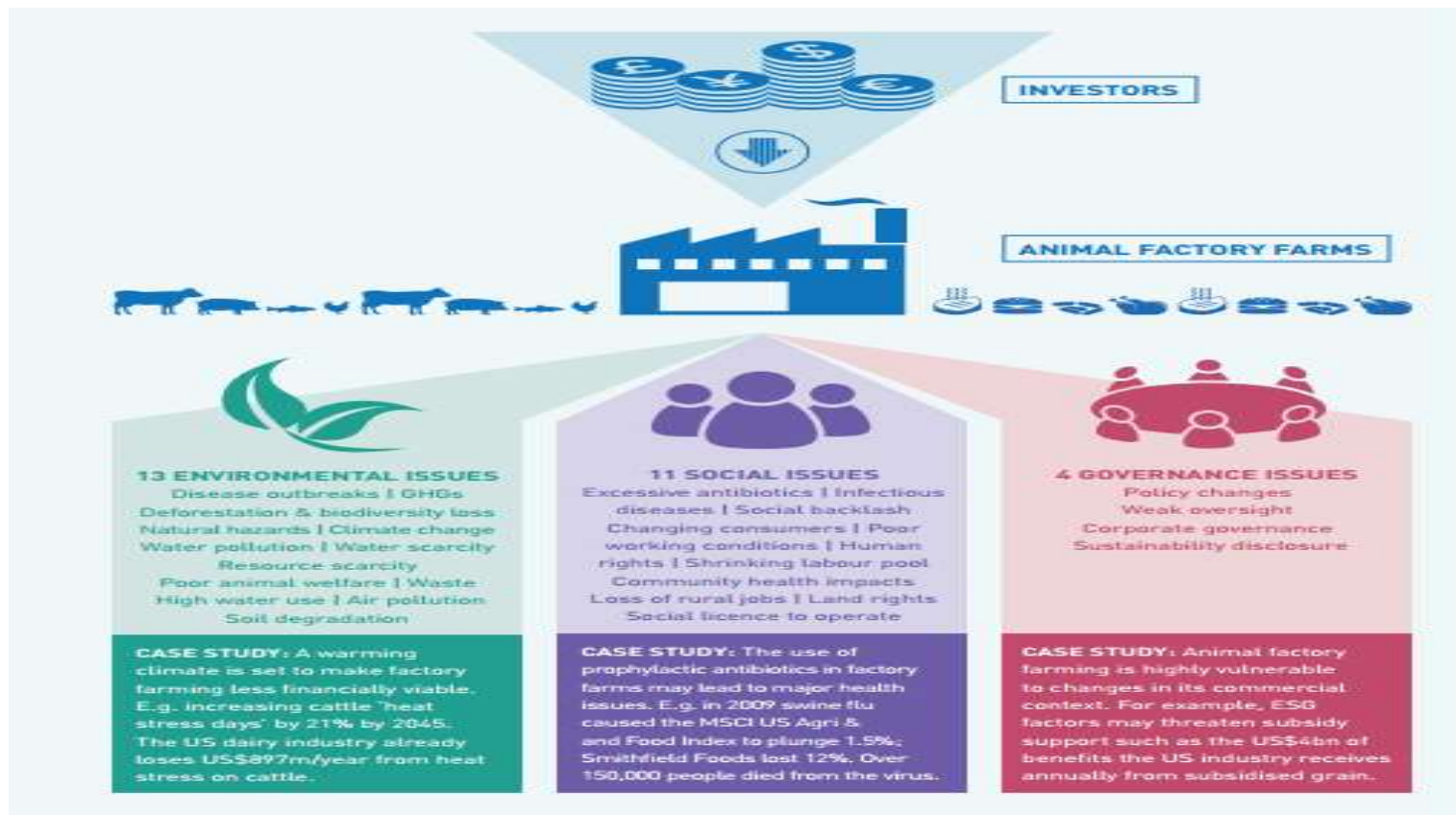
Veggie-based diets could save 8 million lives by 2050 and cut global warming

A global switch to diets that rely less on meat and more on fruit and vegetables could save up to 8 million lives by 2050, reduce greenhouse gas emissions by two thirds, and lead to healthcare-related savings. It could also avoid climate-related damages of \$1.5 trillion (US), Oxford Martin School researchers have found.

The investors' view

- FAIRR-initiative: \$12,6 Trillion
- "All eggs in one basket"
- 70% of livestock raised in factory farming
- "We need to diversify our protein supply chain"





Case: Canada

- Protein Industries Canada (PIC) will be receiving **\$153 million** over 10 years
- Largest funding boost in recent Canadian agriculture history
- The project aims create **4,500 jobs** and add **\$4.5 billion** to the Canadian GDP



Case: France

- Collaboration between industry and government
- **1 billion euro** investment in the sector over the next 5 years
- Vision to create **1.500 new jobs** in the green protein space within the next 10 years



An improved business-model

A faded, grayscale background image of a horse pulling a carriage. The horse is on the right, harnessed to a carriage on the left. The scene is outdoors, possibly on a dirt road or farm. The image is semi-transparent, allowing the text to be overlaid.

- Healthier, more sustainable products
- Reducing animal welfare problems
- Reducing antibiotic use
- More resourceefficient production
- Simpler, more secure supply-chain
- Can be produced 24/7, close to growing urbane areas
- Can be scaled up sustainably
- Creating future-resilient jobs

SMART PROTEIN - Project Information

Exploring alternative terrestrial protein sources for application in human nutrition encouraging environmental sustainability, processing feasibility and consumer acceptability.

Overarching goal: Promote industrially feasible actions to achieve far-reaching progress in providing validated processes and production of high quality terrestrial proteins for food from alternative plant and fungi. Moving available solutions, generated from the up and running H2020 “PROTEIN2FOOD” project (protein2food.eu) from TRL 5 to TRL 6.

Strategy: The alternative proteins will be generated by developing and accessing advanced bioprocessing systems, incorporating closed loop co-products and up-cycling activities, ensuring socioeconomic and environmental acceptability. In the **Farm-to-Fork** approach different players and stakeholders through the agri-food value chain will be linked to ensure widespread application.

Expected Budget	€ 8,000,000	Work programme 2018-2020 – H2020
Submission deadline	23/01/2019	LC-SFS-17-2019: Alternative proteins for food and feed
Stage	Single-stage	
Duration	4 years	Funding Scheme: Innovation Action



PLANT POWERED PUPILS

- Collaboration with health insurance company BKK ProVita
- Educating and empowering school kids to make greener, healthier food choices
- Interactive cooking workshops
- 23,000 students
- Additional schools lining up



Thanks!

Any questions?