

# EVENT PROGRAM



17 May 2022

8:30 am - 6:00pm

W Melbourne, 408 Flinders Lane

Time	Session	Speakers
8:30 am	Registration & Coffee	
9:00 am	Welcome & Introduction	Thomas King, Founder, Food Frontier Alice Zaslavsky, Event MC
9:25 am	Keynote	Tony Hunter, Global Food Futurist
9:45 am	Dignitary Address	Victorian Minister for Agriculture & Regional Development Mary-Anne Thomas
9:50 am	<p><b>Session 1:</b></p> <p><b>Capturing an Emerging Agricultural Opportunity: Plant Protein in Australia</b></p> <p><i>From beans to peas to lupin, Australia grows over 1.9 million tonnes of legumes and pulses annually. Using protein from these crops to create plant-based meats and other food products is a lucrative and value-adding agricultural opportunity. Learn about the exciting progress being made to open up Australia's domestic plant protein pipeline, and how our farmers stand to benefit.</i></p>	<p>Presentations:</p> <ul style="list-style-type: none"> <li>Phil McFarlane, Australian Plant Proteins</li> <li>Prof Michelle Colgrave, CSIRO</li> </ul> <p>Host: Sarah Nolet, Tenacious Ventures</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>Phil McFarlane, Australian Plant Proteins</li> <li>Prof Michelle Colgrave, CSIRO</li> <li>Dr Garry Rosewarne, Agriculture Victoria</li> <li>David Jochinke, Grains Farmer</li> </ul>
10:45 am	Morning Tea	
11:15 am	Session 2 (Concurrent sessions)	
<b>2A</b>	<p><b>Meet the Industry: Plant-Based Meat</b></p> <p><i>The number of Australian plant-based meat brands on grocery shelves nearly doubled in FY2020, while established brands expanded their product offerings in New Zealand. Hear directly from key industry players sharing their diverse strategies, manufacturing models and target customers, followed by a lively discussion on shared challenges and potential solutions to scale their businesses.</i></p> <p>Host: Kim Berry, Food &amp; Drink Business</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>Michael Fox, Fable Food Co.</li> <li>Diem Fuggersberger, Coco &amp; Lucas/ Earth</li> <li>Justin Lemmens, Sustainable Foods</li> <li>Alejandro Cancino, Fenn Foods</li> <li>Matt Dunn, ProForm Foods</li> </ul>	<b>2B</b>
		<p><b>Meet the Industry: Cultivated Meat and Precision Fermentation</b></p> <p><i>You can't escape the headlines on 'meat grown from cells' and 'milk without the cow', but how does the average consumer begin to understand this new food innovation? Hear from pioneering companies on the promising breadth of products that cellular technologies offer, what it takes to set up shop in Australia including challenges in the talent and investment pipeline, and the research underway across Australia to bring these products to market.</i></p> <p>Host: Dr Dean Powell, Good Food Institute APAC</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>George Peppou, Vow</li> <li>Dr Jared Raynes, All G Foods</li> <li>Esha Saxena, Me &amp; FoodTech</li> <li>Dr Sam Perkins, Cellular Agriculture Australia</li> </ul>

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11:55 am	Session 3 (Concurrent sessions)	
<p><b>3A</b></p> <p><b>Age of the Flexitarian: Understanding Consumer Attitudes Down Under</b></p> <p><i>Meat alternatives have long found an audience in vegetarians and vegans, yet those dietary demographics haven't grown significantly over the past few years. Increasing sales of the newest and most meat-like alternatives on the market are being driven by flexitarian consumers. Hear fresh insights from new research on who's eating meat alternatives and why, the barriers to consumer purchase that still remain, and how plant-based meat manufacturers can use these insights to mature the category.</i></p> <p>Presentation: Dr Sinead Golley, CSIRO</p>		<p><b>3B</b></p> <p><b>Cultivated Meat's Path to Market</b></p> <p><i>Cultivated meat and functional ingredients produced via precision fermentation may seem novel, yet are the same as conventional animal proteins and fats at the cellular level and produced with long-established, well-tested technologies. What's the domestic sector's vision for bringing cultivated meat to market as countries overseas begin approving its sale? How could Australia and New Zealand's regulator enable this? What might those first products be, and what challenges does the sector face in naming, pricing and marketing a broad variety of hybrid and novel products? Host: Danielle Bowling, Intermedia</i></p> <p>Panel:</p> <ul style="list-style-type: none"> <li>• Glen Neal, Food Standards Australia New Zealand</li> <li>• Dr Ka Yi Ling, Shiok Meats</li> <li>• Tim Noakesmith, Vow</li> </ul>
<p><b>12:30 pm</b> <span style="float: right;"><b>Lunch Break</b></span></p> <p style="text-align: center;"><i>With dishes featuring plant-based meats by our food sponsors MEET and Rogue Foods</i></p>		
1:30 pm	<p><b>Session 4:</b></p> <p><b>Building an Internationally Successful Alt Proteins Company</b></p> <p><i>Launching and growing a successful brand in any industry is an endeavour – a challenge amplified for those entering the fast-changing, quickly-crowding arena of alternative proteins. Gather invaluable insights from leading international brand Meatless Farm about their journey to define and understand their consumers, build a unique product while balancing speed to market, scale and leverage new channels, and all the advice they'd give themselves if they could turn back the clock a few years.</i></p>	<p>Digital Presentation: Morten Toft Bech, Meatless Farm</p>
2:10 pm	<p><b>Session 5:</b></p> <p><b>Demand on our Doorstep: The Asia Opportunity</b></p> <p><i>Asia is home to over half of the world's population and where the greatest increase in meat demand is arising. It's also a place where many cultures have a long history of eating meat alternatives, and demand for plant-based meat products is predicted to rise by 200% in the next five years in China and Thailand in particular. As Australian and New Zealand plant-based meat companies eye export opportunities at their doorstep, what's happening in target Asian markets and how can exporters cater to the diverse and evolving consumer preferences across Asia?</i></p>	<p>Host: Vanessa Matthijssen, Deloitte</p> <p>Fireside chat:</p> <ul style="list-style-type: none"> <li>• Andrew May, v2food</li> <li>• Tom Parker, New Zealand Trade and Enterprise</li> </ul>

2:55 pm	<p><b><u>Session 6:</u></b></p> <p><b>Building a \$3B Industry: What Consumer Barriers Must be Overcome?</b></p> <p><i>Growing interest in plant-based meat has dialled up the volume of conversation amongst media and consumers, spurring heated questions around the sustainability, nutrition and composition of these products. At the same time, demand from increasingly curious and conscious consumers is driving greater availability of these products across supermarkets and restaurant chains. How are retailers and foodservice responding to this growing interest, while at the same time navigating mixed perceptions to reach a broader spectrum of consumers?</i></p>	<p>Host: Allen Zelden, PlantForm Partners</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>• Dr Sinead Golley, CSIRO</li> <li>• Tony Green, Australian Foodservice Advocacy Body</li> <li>• Teri Lichtenstein, Accredited Practising Dietitian, FoodBytes</li> </ul>
3:40 pm	Afternoon Tea	
3:55 pm	<p><b><u>Session 7:</u></b></p> <p><b>Future of Alt Proteins Down Under: Where to From Here?</b></p> <p><i>The plant-based portion of the alternative proteins sector has expanded rapidly in recent years, as the inevitability of global protein diversification is upon us. What technologies, partnerships and investments will be required to maintain this momentum down under, while also broadening our region's participation in the global alternative proteins sector? What technologies are capturing investor interest, and how will evolving expectations around sustainability shape the products of the future? Hear from industry and investment experts on the breadth of opportunities for Australia and New Zealand to develop alternative protein products that address major challenges, as well as the barriers still to be overcome.</i></p>	<p>Host: Jane Sydenham-Clarke, Food Frontier</p> <p>Panel:</p> <ul style="list-style-type: none"> <li>• Kristi Riordan, Harvest B</li> <li>• Ben Krasnostein, Kilara Capital</li> <li>• Jim Fader, Eden Brew</li> </ul>
4:50 pm	Closing Remarks	Jane Sydenham-Clarke, CEO, Food Frontier
5:00 pm	<p style="text-align: center;"><b>Networking &amp; Drinks</b></p> <p style="text-align: center;"><i>With dishes featuring plant-based meats by our cocktail hour sponsor Fenn Foods</i></p>	