

EVENT PROGRAM

4 October, 2023, Melbourne



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Sessions

Registration and coffee

Opening

Dignitary address

1 State of the alternative protein industry

This session looks at the latest development and major emerging trends across alt proteins locally and globally, including how the industry can use them to their advantage.

2 Retail

Supermarkets stock 300+ plant-based meat products as of early 2023. As competition rises, brands must now earn their place on-shelf. Are sales keeping pace with retailer expectations? Is consolidation inevitable? What opportunities can manufacturers leverage in relation to price, quality, placement, and marketing, now and into the future?

Morning tea

Concurrent sessions

3A Foodservice

Could foodservice soon become the frontline of alt protein consumer education and the catalyst for new product trials? Do those cooking and serving these new products know enough to ensure customers are engaged, informed, and most importantly, satisfied?

3B Health, nutrition and science

As public commentary on alternative proteins increases, so do varying opinions about the healthfulness of new products. But what are the facts? This session will unpack health insights and considerations for plant-based meat and proteins cultivated from cells, and where opportunities lie for further research and industry advancement, including in fortification and allergen solutions.

Concurrent sessions

4A Public and private partnerships

Governments play a crucial role in stimulating and incubating new industries. What can we learn from successes in public/private collaboration internationally, and how can Australian and New Zealand governments accelerate the domestic investment, innovation and partnerships critical to growing and scaling up globally competitive, complementary protein industries?

4B Consumer acceptance and education

Our centre of plate protein is starting to look different—a trend that will continue in years to come. However current alternative protein options are still new to many people, and there are many new innovations yet to make it to our plates. In this session we hear from researchers and leading businesses about how consumers currently perceive these foods and the efforts needed to increase interest, understanding and uptake.

Lunch

5 Asia market opportunities

Australia exported \$23 billion of processed food and beverage products in 2020 and according to Austrade, companies that export are more resilient than non-exporters. International markets will need to be a major part of a thriving alternative proteins industry in our region. This session delves into the latest research into five key Asian markets.

Concurrent sessions

6A Scaling and value chain gaps

As a new industry, many gaps and bottlenecks exist across alternative protein value chains—from talent acquisition and infrastructure capacity, to optimised crops and local ingredient supply. This session deep dives into these issues, exploring what's needed to address critical gaps for plant-based meats, cultivated meats and precision fermentation to fulfil their growth potentials.

6B Regulation

Novel and new proteins are here. Vow was the first cultivated meat company to submit for approval in Australia and New Zealand; others won't be far behind. In the global race to bring these products to market, how do Australia and New Zealand's regulatory systems enable a safe path to market in a timely manner?

Afternoon tea

7 Growth, investment and future forecasting

Over the past decade, the alternative proteins sector attracted \$14.2 billion globally in private capital, with investments nearly doubling on average each year. Asia Pacific attracted \$562 million in 2022 alone. Yet far more capital will be required to scale new protein industries. This session explores investment forecasts, how Asia Pacific differs from the rest of the world, and what we can learn from other markets and industries about what's ahead for alt proteins.

8 Cutting edge protein innovations

A diversity of leading-edge protein innovations are coming that could fundamentally change the face of food. In this thought provoking session we'll hear from founders and scientists pioneering solutions to immediate problems and unheard-of ideas on the horizon—future foods and ingredients which expand the realm of possibility.

Closing remarks

Cocktail hour

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