

NEW FOOD CONFERENCE

PROGRAMME 21 MARCH 2019 - PLANT-BASED PROTEIN

8:30-9:30 am

Registration and snacks

9:30-9:40 am

Welcome and introduction

Sebastian Joy
(Co-founder and CEO
of ProVeg International)



9:40-10:00 am

Gaining momentum: growth, trends, and developments in the plant-based food sector.

Euromonitor will give a broad overview of recent plant-based industry trends in Europe. What is the size of the plant-based meat and dairy sector? What will be driving European consumers and brands to embrace a plant-based lifestyle in 2019? What kind of developments can we expect in the future?

**David
Ingemar Hedin**
(Senior Foods Analyst
at Euromonitor)



10:00 - 10:20 am

Protein powerhouse: a cultural, historical, and future view of the European market.

The history of plant proteins across Europe and the world is diverse. What are the driving forces behind these recent trends? Hanni Rützler will give an overview on food trends such as flexitarianism, soft health, spiritual food, beyond food, and healthy hedonism. She also reflects on the connection between vegetarianism and the increasing interest in protein-rich food which is forcing the development of new plant-based foods.

Mag Hanni Rützler
(Nutritional Scientist)



10:20 - 10:40 am

Let's talk science: plant-based proteins and the latest research

How are plant-based meats and proteins developing? What are the latest research findings in the science and technology behind plant-based meat? And are plant-based meats always more sustainable than conventional meats?

**Prof. Dr Atze
Jan Van Der Goot**
(Wageningen University)



10:40 - 11:30 am

Networking and coffee break

11:30 - 11:50 am

Ditching dairy: a success story about shifting the market paradigm

Caroline Zimmer, Founder and Managing Director of E.V.A GmbH, uses the practical example of the Simply V brand to show how an encounter with a new type of 'cheese' can succeed, and not only within the limited target group of vegans. Representing a paradigm shift in the dairy industry – and also an important step towards a more sustainable world – Simply V became the market leader and a key driver in German food retailing in just 12 months.

Caroline Zimmer
(CEO of Simply V)



11:50 - 12:10 am

TBD

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12:10 - 12:30 am

From the known to the unknown: attractive meat alternatives building the bridge to a plant-based future

In recent years, more and more attractive meat alternatives have come on to the market, providing a taste and texture very close to conventional meat products. These products are central to the ongoing shift to a plant-based raw material basis for food production. They provide sensations with which consumers are familiar and gently guide them "from the known to the (today still) unknown".

Dr Matthias Moser
(CEO of Hydrosol GmbH & Co. KG)



12:30 - 1:00 pm

Starting up strong: innovations in the plant-based startup market

Numerous startup pitches and snap talks about the latest disruptive products and technologies.

TBD

1:00 - 2:15 pm

Networking and lunch break

2:15 - 3:05 pm

Investing in a plant-based future: criteria and trends

What are the criteria for investing in plant-based meats and other alternatives? Which areas are underfunded at the moment? What are investors looking for in 2019 and beyond? What types of investments do food startups seek and what helps them become most successful?

Lisa Feria
(CEO of Stray Dog Capital)



Claire Smith
(CEO of Beyond Investing)



3:05 - 3:25 pm

What is driving the increased consumer desire for plant-based foods - and how to encourage it?

What psychological and social factors determine whether animal-free products will be adopted? What can we learn from historical social and technological movements to create advocacy and marketing which will encourage their adoption?

Kelly Witwicki
(Co-founder of Sentience Institute)



3:25 - 3:40 pm

Motivating sustainable food choices: The role of nudging

TBD

Armando Perez-Cueto
(University of Copenhagen)



3:40 - 4:10 pm

Retail psychology: how to market plant-based foods and what is required to successfully take a new product to market

What's the ideal product placement for plant-based foods? What can retailers do to increase sales? Which companies represent successful examples of best practice and what makes them successful? This panel will cover marketing strategies, the latest retail trends, and attempt to answer the question: "What are consumers really looking for?" We will also touch on an international comparison and look at the practices of supermarkets versus discounters.

Joep van Straalen
(Co-founder of NextFoods)



Mahi Klosterhalfen
(CEO of Albert Schweitzer Stiftung für unsere Mitwelt)



4:10 - 4:30 pm

Networking and coffee break

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4:30 - 5:00 pm

MAXimize your success: How to implement sustainable concepts in the food services sector

How can sustainable food concepts be implemented in the corporate world? How does consumer acceptance come about? What is the responsibility of modern industrial food companies? Can this be reconciled with corporate objectives and can it contribute to long-term corporate performance? The Swedish fast food chain MAX Burgers is the oldest burger chain in Sweden. The family-run business was named one of the world's Ten Most Innovative Companies in Food in 2011 by Fast Company. MAX garnered a great deal of international publicity when, in 2008, they became the first fast food chain in the world to carbon-label their entire menu. MAX's goal is for every second meal sold in their restaurants to consist of something plant-based by 2022.

Jonas Mårtensson

(Head of Product Development and Head Chef at MAX Burgers)



5:00 - 5:30 pm

You name it: labels and designations on plant-based products

Felix Domke will discuss the EU legal framework surrounding denominations of plant-based alternatives, as well as how they should ideally be named. Julia Schneider will give an overview of the criteria for getting new plant-based products labelled and discuss quality control and consumer acceptance using the example of the V-Label.

Felix Domke

(Head of Public Affairs at European Vegetarian Union)



Julia Schneider

(Head of V-Label Germany)



5:30 - 5:45 pm

Summary and feedback

5:45 - 9:00 pm

Networking evening Kalkscheune

NEW FOOD CONFERENCE

PROGRAMME 22 MARCH 2019 - CELL-BASED PROTEIN

9:00 - 9:30 am

Registration and snacks

9:30 - 9:40 pm

Welcome

Sebastian Joy
(Co-founder and CEO
of ProVeg International)



9:40 - 10:10 am

A peek behind the scenes: the latest scientific progress on clean-meat challenges

TBD

Dr Mark Post
(CSO of Mosa Meat)



10:10 - 10:25 am

A taste for meat: how to flavour cultured meat products for the mainstream market

Prof. Nahmias will discuss the challenges in meeting the aroma, taste, and cost benchmarks in bringing cultured meat products to the mainstream market. The talk will focus on emerging manufacturing strategies, particularly the distributive manufacturing approach of Future Meat Technology

Prof. Yaakov Nahmias
(Founder and CSO of
Future Meat Technology)



10:25 - 10:50 am

Without the catch: Finless Foods discuss cell-based seafood alternatives

We will hear about different methods for conducting research in the cell-based fish sector, and how Finless Foods was born from some notes on a few napkins in a bar in Manhattan to an R&D powerhouse leading the charge in fish systems, both in terms of regulation and science. Lastly, why will people switch to cell-based fish over conventionally farmed fish? How can we ensure a smooth transition away from animal farming and towards an option that is better for everybody?

Michael Selden
(CEO Finless Foods)



10:50 - 11:30 am

Networking and coffee break

11:30 - 12:00 am

TBD

12:00 - 1:00 pm

Starting up strong: innovations in the cell-based startup sector

Numerous startup pitches and snap talks about the latest disruptive products and technologies

Benamina Bollag

(Co-founder and CEO
of Highersteaks)



Dr Erdem Erikçi

(Chief Technical Officer
at bifttek.co)



Neta Lavon

(Vice president for Research and
Development at Aleph Farms)



NEW FOOD CONFERENCE

PROGRAMME 22 MARCH 2019 - CELL-BASED PROTEIN

1:00 - 2:30 pm

Networking and lunch break

2:30 - 2:50 pm

Clean meat and the public perception: overcoming scepticism

A systematic review of the research on public perceptions of clean meat, this talk explores who the early adopters of clean meat might be, the importance of perceived benefits and barriers, how messaging and nomenclature shape public perceptions, and the market for clean meat in various countries around the world.

Dr Chris Bryant
(Barth University)



2:50 - 3:10 pm

How much is the dish? On the environmental impact of new protein sources

Livestock production is one of the main drivers of environmental degradation, including climate change, land-use change, loss of biodiversity, and the pollution of air and waterways. Cellular agriculture technologies use cellular cultures for producing replacements for livestock products, and could thus reduce the need for animals in food production. This talk presents the current state of research on the potential of cellular agriculture products to reduce the environmental impacts of livestock production.

Dr Hanna Tuomisto
(University of Helsinki)



3:10 - 3:30 pm

New foods, new risks: ensuring consumer safety of novel foods

What is novel food? What are the criteria for guaranteeing consumer safety? What are the conditions for new plant-based foods? What is so special about cultured meat? What methods maximise marketability?

Jens Karsten
(Lawyer at European Vegetarian Union)



3:30 - 4:00 pm

Networking and coffee break

4:00 - 4:45 pm

But what about the farmers?: how to meet the economic and social challenges of a changing industry

What will animal breeders' involvement in this emerging field look like? What kinds of opportunities are there for farmers in plant breeding or cultured animal products? How to make this profitable for farmers and their businesses? What changes in the food system and agricultural policies are needed, and how can collaboration work?

Dr Hanna Tuomisto
(University of Helsinki)



Iltud Llyr Dunsford
(Agricultural consultant and CEO of Charcutier LTD)



Dr Arianna Ferrari
(Adelphi Research)



Dr Cor van Der Weele
(Wageningen University)



4:45 - 5:15 pm

Summary and feedback.