Plant-based Tech and New Meat Forum - September 2022 - São Paulo

I have just returned from an event in São Paulo on the plant-based market and vegetable and cultured meats. The event was organized by Trioxp, whose director is Lucia Abdala, creator, and organizer of the largest organic and natural products fair in Latin America, where she worked for about 20 years. I worked with Lucia all over this time when via Brazilian Vegetarian Society (SVB) we created the Vegetarian Saloon, with a Seminary, a Vegan Fair, a Food Cook Show, and a stand of SVB – all this still exists today.

I was impressed by the progress of the plant-based sector and vegetable meats and grown in Brazil in the business and government sector. This is something that is already there, as I have heard many times at the event. It is not the future; it is the present and Brazil is preparing to lead this promising market for cultured meats and plant-based foods.

The work that the Good Food Institute - GFI has been developing with companies, government and research promotion is extraordinary, offering strategic support and assisting a new generation of innovators.

Also present were the Brazilian Vegetarian Society (SVB) and the International Vegetarian Union (IVU), whose three representatives, by the way, opened the Plant-based conference.



The government, in turn, was present at the event through the MAPA (Ministry of Agriculture, Livestock and Supply) and Anvisa (National Health Surveillance Agency), a regulatory agency linked to the Ministry of Health. Both very informed and preparing for the regulation of this new sector, especially of cultured meats. There is concern about making regulation happen as soon as possible to begin industrial production of cultured meat, as research, resources and fostering are all underway.

Several companies have made themselves present, including JBS, the world's largest producer and exporter of animal protein, which is now investing in plant-based and cultured meats. It was interesting to hear from a researcher, who specializes in meat, but who is now dedicated to the cultured meat sector, that one kilogram of beef requires 10 kilograms of cereal and feed to generate one kilogram of meat. And that of this kilogram, only 360 grams are used. The JBS executive later corrected the

researcher, stating that only 300 grams are used as meat, as an additional 60 grams are lost in other processes.

Another interesting point is that all representatives of the different segments consider plant-based as 100% of plant origin. The MAPA representative also proposes, together with DIPOV (National Program for Control of Waste and Contaminants in Plant Products (PNCRC/Vegetal) plant-based as "plant-based analogue product. Product intended for food use, which has a relationship with a product of regulated animal origin and does not have in its composition any material of animal origin."



According to GFI, specific government agencies reports that the alternative protein sector continues to grow in Brazil, attracting investments and conquering spaces in industry, academia, and government. In this sense, the Ministry of Science, Technology, and Innovations (MCTI) has just given another signal that the segment should be part of the strategies to continue leading protein production globally.

Recently, Finep Innovation and Research, a public company of MCTI (Ministry of Science, Technology, and Innovations), published an unprecedented notice focused on research, development and innovation dedicated exclusively to alternative proteins, contemporary food systems, new ingredients, and food technologies. In total, R$10 million will be directed non-reimbursable from the National Fund for Scientific and Technological Development (FNDCT).

Recently also, the govern published a decree ensuring exemption from IPI (industrial tax) for vegetable drinks (milks).

With the prospect of feeding 10 billion people by 2050, the production of vegetable and cultured meats has been gaining prominence.

According to GFI, "In July 2021, the Brazilian company BRF announced the contribution of 2.5 million dollars in Aleph Farms, an Israeli startup of cultured meat. This movement not only solidified the warming of the meat growing sector, but also signaled the eminence of having a commercial product in the short term, since Aleph

Farms' technology to produce cultured meat would be available in Brazil as early as 2024.



Also in 2021, JBS, a global leader in protein production and the world's largest food company, signed an agreement to acquire control of the Spanish company BioTech Foods, providing for investment in the construction of a new manufacturing facility in Spain to scale production. In addition to the acquisition, JBS also announced the implementation of Brazil's first Biotechnology and Protein Research & Cultured Center(R&D)."

With investments in 2020 of $3.1 billion, in the U.S. there was a 2.75 increase in sales of vegetable substitutes in 2020. The global plant-based protein market expects by 2050 is $1.4 trillion.

