

PROTEIN TRENDS & TECHNOLOGIES SEMINAR

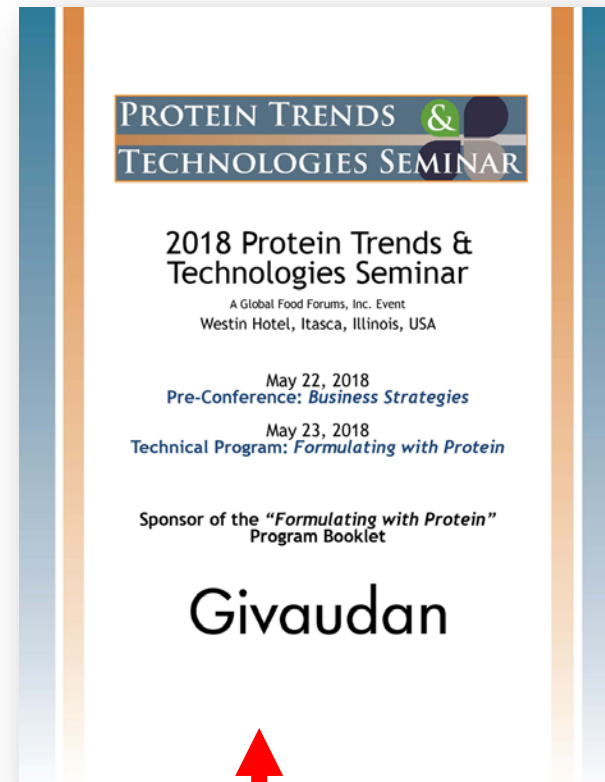
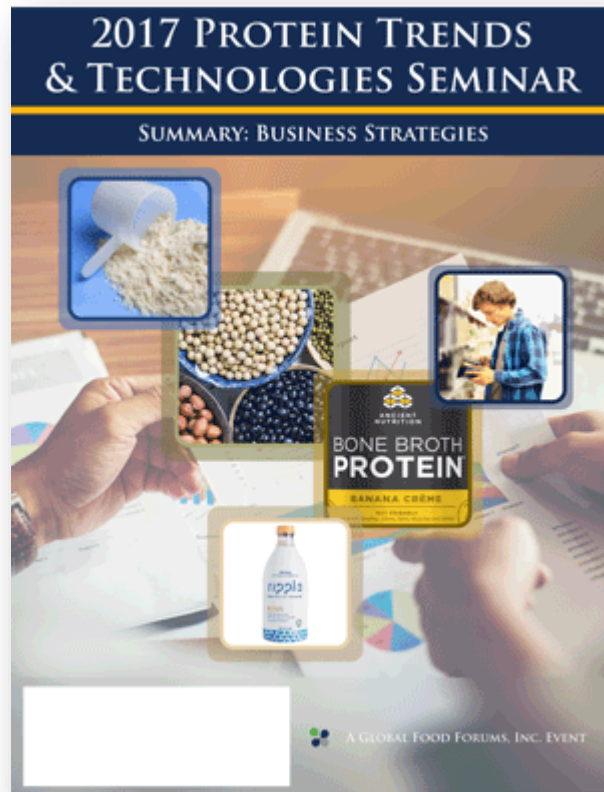
Global Food Forums, Inc. Protein Trends & Technologies Seminar

May 22-23, 2018



Hashtags & Handles

- ❖ **Recommended hashtag: #proteinseminar**
Hint: Googling a hashtag “#proteinseminar” brings up a list of all tweets that have included that series of characters in a tweet.
- ❖ **Username/ our handle: @globalfoodforum**
This is exclusive to us and we’re notified when those characters are used in a tweet.



See bottom of Welcome Letter page for URL where 2018 PTT presentations will be posted by **June 1st**.

2018 Protein Trends & Technologies Seminar magazine (summary) to be completed by late summer / early fall.

Thoughts on Meat-based Proteins

1. Regenerative Agriculture



2. Meat Snack Sales



3. Pets & Cellular Agriculture



Thoughts on Meat-based Proteins

1. Regenerative Agriculture

- Concept “exploded” at 2018 NPEW
- Point of differentiation
- Bringing some vegetarians back to eat meats
- “Less meat, better meat” concept emerging



Regenerative
Organic
Certified

Thoughts on Meat-based Proteins

2. Meat Snack Sales

- **Special claims meats (organic, grass-fed, antibiotic-free) - dollar sales gains of 26%, volume growth of 38% in 2017.** -

Sloan, A.E., Top 10 Functional Food Trends, Food Technology, April 2018 (Per IRI)

- **Datamonitor Consumer predicts meat snack category up to \$1.2 billion in 2018 in the US.**

Meat bar category growing 30% year-on-year.

Daniells, S. DNX Bar boosts retail footprint with Sprouts deal: 'The meat snack category is not going away.' says CEO., Foodnavigator-USA.com, Feb. 27, 2018*

* <https://bit.ly/2IRLNDD>



Thoughts on Meat-based Proteins

3. Pets & Cellular Agriculture

- **Cats and dogs: 25% - 30% of environmental impact of US meat consumption.** - *Okin GS, Environmental impacts of food consumption by dogs and cats, PLoS One. 2017 Aug 2;12(8)**



- **Wild Earth: Cultured koji, a fungus, for dogs. Cultured mouse meat for cats.** - *Mack, H., Meatless Dog Food Startup Launches With \$4 Million, WSJ, 3/15/2018 ***



- <https://doi.org/10.1371/journal.pone.0181301>

** <https://www.wsj.com/articles/meatless-dog-food-startup-launches-with-4-million-1521113401>

Cost of Innovation

- **Retail Price/Pound High!**
 - **Exo Cricket Flour Protein Bars, \$21.12/lb**
 - **Fermented Vegan Proteins, \$50.58/lb**
- **The Cost of Clean Label: Challenges & Solutions for Managing a...Supply Chain**
 - *Will Lennon, COO, Imbibe, 2018 CLC Conference*
 - **Insecure supply chain**
 - **No supply/demand data**
 - **Little/no ability to forecast sales**