



# Future of food

Ben Van Delden & Sally Pyke, KPMG  
March, 2019



# 10b



# 33%



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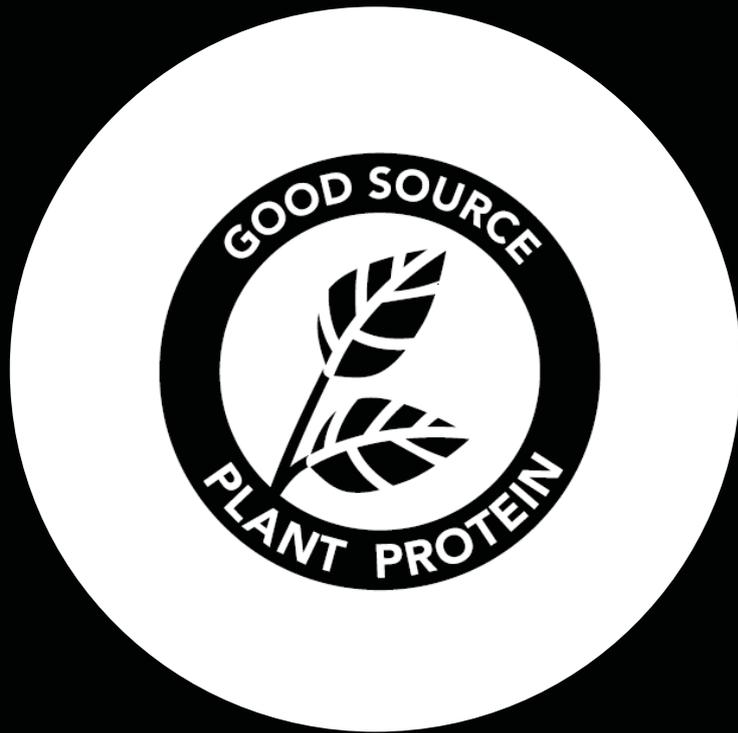
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# The Protein Challenge 2040



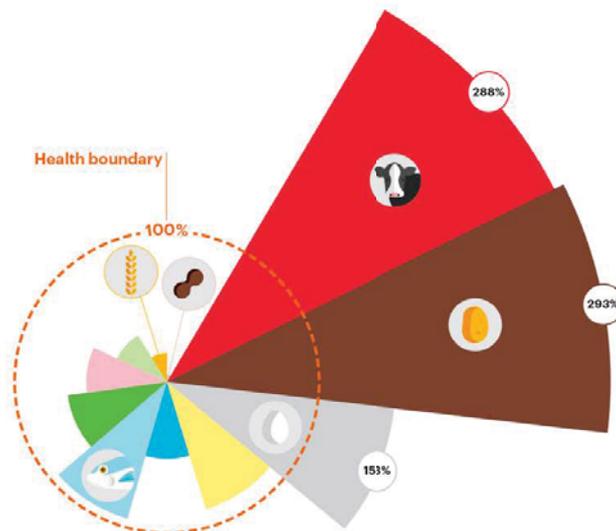
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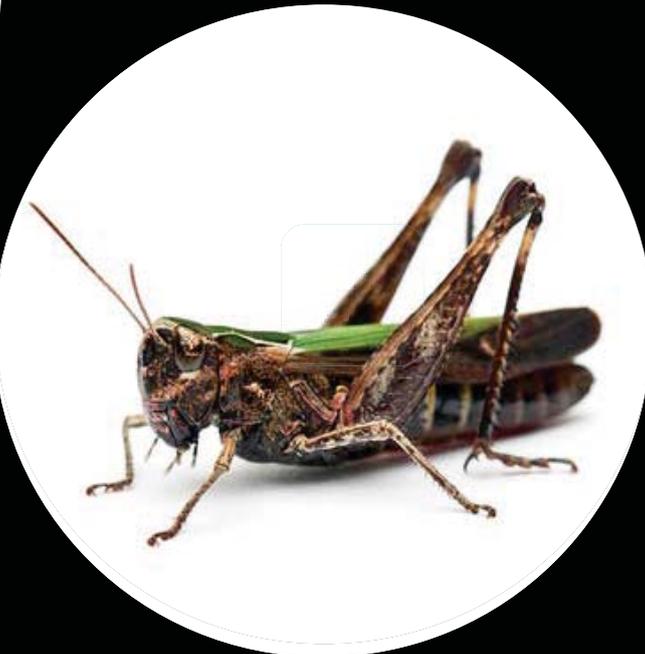
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## Current Diets vs Planetary Health Diet

### Global







*Sophie's*  

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Kitchen



*New Wave*  
FOODS



Lab, Cultured,  
Artificial, Clean?





# What does this mean for the Australia food industry

- 1. Innovate**
- 2. Invest in a dual strategy**
- 3. Food safety**
- 4. Food traceability**
- 5. Branding and marketing**



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