

Vegetarian Market is Growing

- Vegetarian and mostly vegetarian market is growing globally
- Australia 3rd fastest growth
 - About 2.1 million Australians
- Vegan market growing rapidly
 - \$136 million in 2018
 - \$215 million in 2020



livekindly.co

People Want Meat Like Products



<https://www.youtube.com/watch?v=4R-xu9OmrQM>

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Impossible Burger



www.cnet.com

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Impossible Burger

- V 1.0 coconut fat, wheat protein, potato protein
- V 2.0 gluten free soy protein not wheat
- Contains heme protein
 - Produced by fermentation
- Similar nutritional profile to meat
- Significant investment

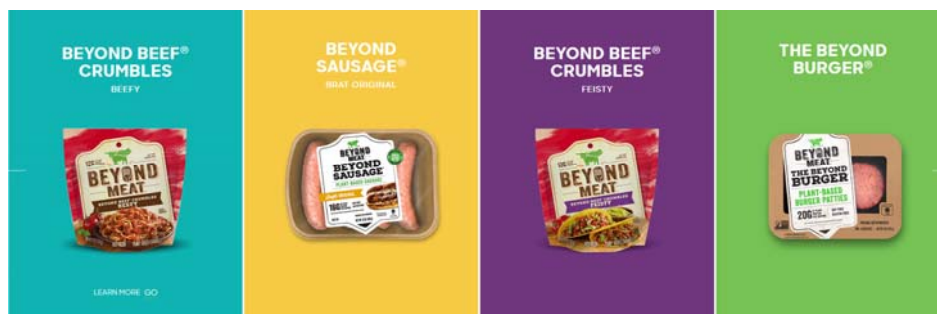


themanual.com

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Beyond Meat



beyondmeat.com

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Beyond Meat

- Soy or pea protein
- Beyond burger
 - No soy
 - No gluten
 - No GMOs
 - No Cholesterol
 - Half the saturated fat



plantbasednews.org

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Growing Trend in Australia

- Rapid growth in chilled non-meat
- Plant based “meat” available
- Hungry Jacks vegan burger
- Growing Opportunity



ABC Rural: Daniel Fitzgerald

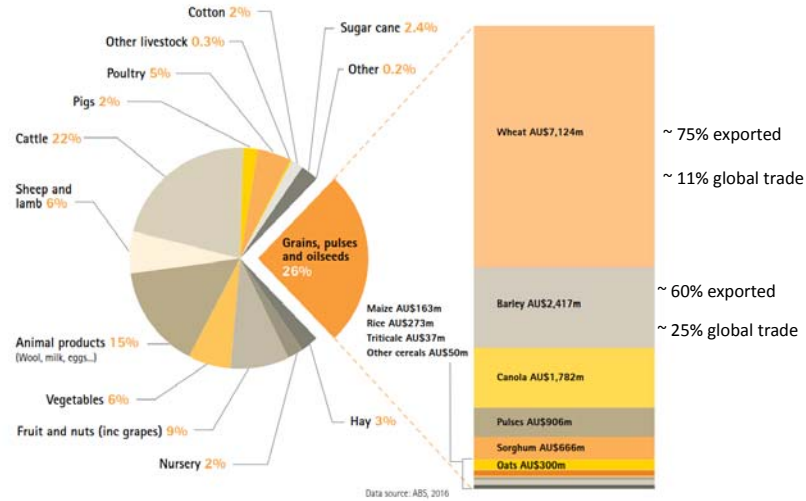


Hungryjacks.com.au

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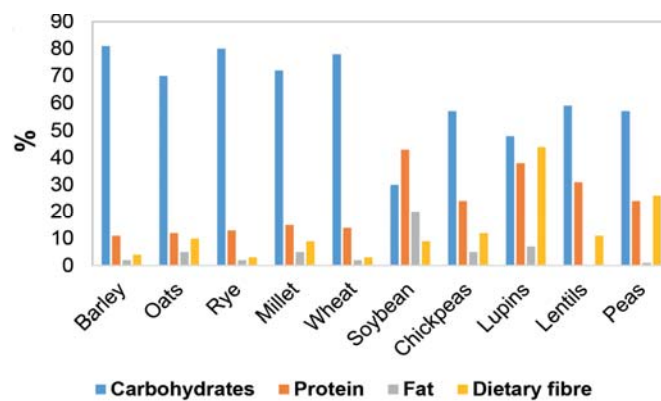
Australian Agriculture 2014-15



From: State of the Australian Grains Industry 2016 – Grain Growers



Grain Composition - Opportunities



Maphosa & Jideani (2017)



Perspectives

- Rapid growth for meat alternatives
- Legumes naturally high protein
- Agronomic value in crop rotation
- Whole of chain value proposition



www.summitmedicalgroup.com

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Thank you

www.csiro.au

