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The Protein Challenge 2040



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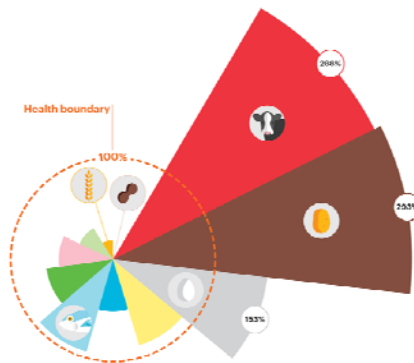


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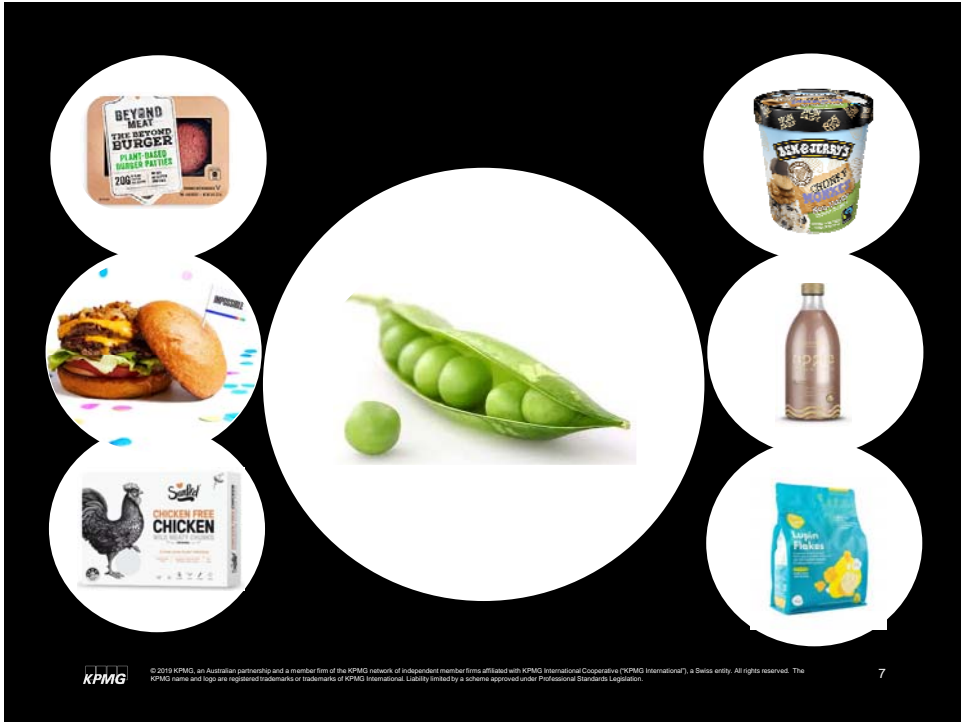
Current Diets vs Planetary Health Diet

Global



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Sophie's
Kitchen

New Wave
FOODS

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Lab, Cultured,
Artificial, Clean?

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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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