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The Protein Challenge 2040



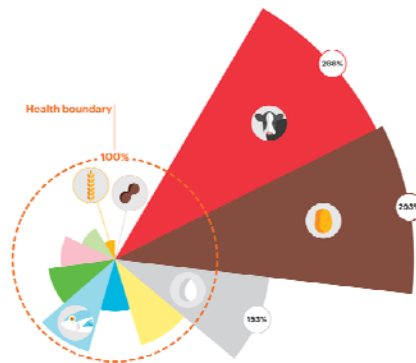
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Current Diets vs Planetary Health Diet

Global



This infographic features a central white circle containing a green pea pod with five peas. Surrounding this central image are six smaller white circles, each containing a different product:

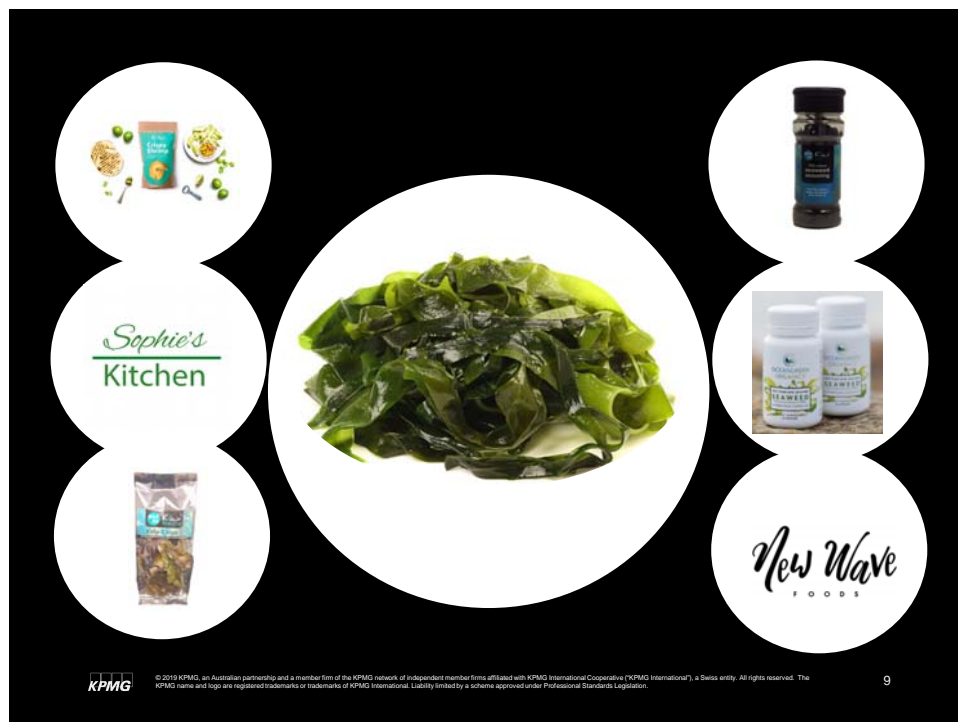
- Top-left: A box of 'BEYOND MEAT THE BEYOND BURGER' plant-based burger patties.
- Top-right: A tub of 'ARM & LEGS' chocolate ice cream.
- Middle-left: A burger with a plant-based patty on a bun.
- Middle-right: A bottle of 'ADAMS' chocolate milk.
- Bottom-left: A box of 'Santitas' chicken-free chicken.
- Bottom-right: A bag of 'Lentil Puffs'.

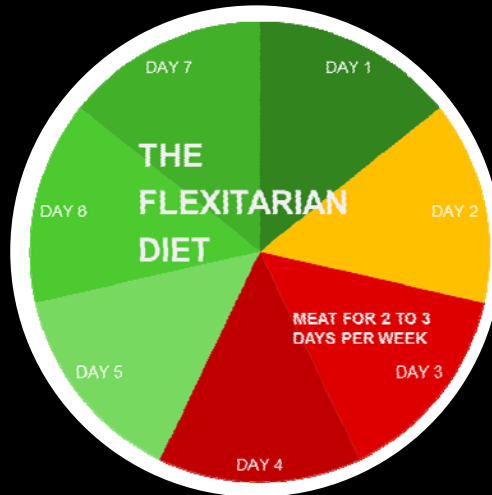
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This infographic features a central white circle containing a brown grasshopper. Surrounding this central image are six smaller white circles, each containing a different product or logo:

- Top-left: A bag of 'Cacao Nibbles'.
- Top-right: The 'GOTERRA' logo.
- Middle-left: A box of 'Revolution Energy Bar'.
- Middle-right: The 'Insect' logo.
- Bottom-left: A bag of 'CRUNCHIPS'.
- Bottom-right: The 'AMUSCA ALL ABOUT INSECTS' logo.

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What does this mean for the Australian food industry?

- 1. Innovate**
- 2. Invest in a dual strategy**
- 3. Food safety remains crucial**
- 4. Food traceability complexity increases**
- 5. Branding and marketing is key**



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