Rising opportunity for alternative proteins in tomorrow’s markets

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33%

The Protein Challenge 2040
Current Diets vs Planetary Health Diet

Global

Health boundary

100%
Lab, Cultured, Artificial, Clean?
THE FLEXITARIAN DIET

MEAT FOR 2 TO 3 DAYS PER WEEK
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