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The future of plant-based proteins: roots of further growth

Wednesday 31st March 2021

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Virtual Plant-based Protein Conference



Welcome

The plant-based food market remains a juggernaut of growth.

Investors clearly recognise its potential. The Good Food Institute indicates \$2.1bn was invested worldwide in companies making plant-based meat, egg and dairy replacement products last year – two thirds of the total invested in all alternative protein businesses.

Nestlé has claimed sales of 200m Swiss francs just for plant-based meat analogue products and more than 100m Swiss francs for dairy alternatives. It sees the short-term revenue potential for the full range of options as more than double that. Meanwhile, Unilever has announced plans to reach plant-based sales of more than €1bn by 2027.

Even the world's biggest global meat processors have responded to the demand, with JBS and Tyson Foods entering the market in 2019.

This meteoric growth raises challenges: How can raw material suppliers keep up with the pressure for an ever-expanding portfolio of applications while sourcing sustainably? How can manufacturers boost capacity? How can the category maintain its health halo while meeting business customers' and shoppers' requirements?

We aim to address these questions during this event.

CHAIR



Rod Addy

Editor, Food Manufacture
Rod is responsible for all Food Manufacture's content for the web, face-to-face conferences and events. He has worked for William Reed Publishing for 20 years, starting off at The Grocer. He has reported on issues ranging from the Foot & Mouth disease outbreak to the horsemeat scandal, Brexit and COVID-19.

SPEAKERS



Zak Weston

Foodservice analyst, Good Food Institute
Zak consults with leading foodservice operators, food manufacturers, and alternative protein supply chain companies to help increase the quality and quantity of their plant-based meat, egg, and dairy offerings.



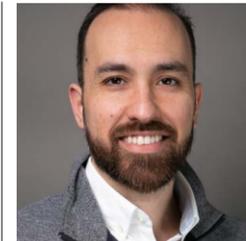
Edward Bergen

Global food & drink analyst, Mintel
Edward is a passionate speaker and provides insight-driven analysis and bespoke presentations. Prior to Mintel, Edward worked for two of the UK's largest retailers, Tesco and Morrisons.



Ralph Langholz

Head of alternative proteins, Micarna
Ralph has built and launched insect based food products as a start-up (simplybugs.com). Additionally, he is driving the plant-based products and cultured meat projects within the Migros industry.



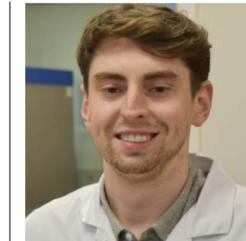
Felipe Castillo

Director of marketing and innovation, Tyson Foods.
Felipe drives growth by developing brands, services and product innovation. He has 16 years of experience in the international meat industry and 11 years focused on the European Poultry Business.



James Fisher

Product development lead, Marks & Spencer
James is the lead for the M&S brand Plant Kitchen. He comes from the world of chefs, restaurants, and food as a product developer, including stints at Daylesford Organic and Harrods.



Jo Baker Perrett

Food scientist, Campden BRI Group
From doughs and batters, to proteins and powders, Jo works with clients to help them better understand their products and functionality of their ingredients to solve problems and overcome challenges.

PANELLISTS



Karl Williams

Global technical director, Meatless Farm
With degree in Food Microbiology, Karl has developed business strategies to improve food safety, quality, legality and integrity, whilst driving optimisation and developing food safety risk management systems. Providing expertise in R&D, NPD and Food Safety.



Jens Thörnich

Product manager plant-based protein, Vemag
Jens advises partners worldwide on new products, manufacturing processes and potential sales market. In doing so, he offers a network of different companies to optimally address individual preferences.



Tom Faulkner

Head of plant-based, Winterbotham Darby
Tom's spent the last 25 years working within Food FMCG companies. He joined Winterbotham Darby in 2016 and has been key to the strategic growth of their plant-based category.



Benjamin Voiry

Head of Marketing, Pea and New Proteins, Roquette.
Benjamin is working on promoting natural ingredients for better food around the world. His key focus is to answer consumers' needs for plant-based food through innovative plant protein ingredient.



Donal Kelliher

Global Senior Category Manager
Donal is responsible for the sourcing of plant proteins across the group. He has been part of various procurement teams in Kerry, working on a range of categories including dairy, vegetable oils and plant proteins.



Andrew Spicer

CEO and founder, Algenuity
As the innovator who has developed, built and led Algenuity from day one, Andrew has the privilege of leading a talented team of biologists, engineers, modellers, brand-developers and food innovators.



Professor Judy Buttriss

Director general of the British Nutrition Foundation
Judy is a public health nutritionist, specialising in nutrition science communication and provision of targeted advice on the application of science to underpin nutrition strategies.



Professor Aedin Cassidy

UAE Rep, Queen's University, Belfast
Aedin's main research focus is on understanding the impact of plant-based diets and key constituents in plants with a current interest on the role of metabolism and the microbiome.



Bronwyn Hawker

NPD manager, Mia & Ben
Bronwyn develops and sources new products which are nutritious and taste great. She has over 15 years' experience in NPD and technical roles working for brands and retailers.

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SESSION 1

Emerging trends

This session offers a snapshot of some of the most significant emerging consumer-facing trends within plant-based foods and discuss where the market is headed next.

09:30 What's on the menu?

Zak Weston, foodservice and supply chain manager, Good Food Institute
Many of the products we see in shops or online have been inspired by restaurant or catering trends. Zak will explore the latest global plant-based developments in foodservice.

09:40 Developments in retail trends

Edward Bergen, global food & drink analyst, Mintel
Edward will highlight some examples of interesting plant-based retail product development from the perspective of Mintel's Food & Drink Trends (Feed the Mind, Quality Redefined and United by Food).

09:55 Panel discussion: Where to now for plant-based protein products?

Panellists: Zak Weston, Edward Bergen, Karl Williams, global technical director, Meatless Farm
Where do the bulk of opportunities for business development currently lie in the market? Are there areas that are under-explored? How much potential does plant-based meat still have? How can companies carve out a niche in the face of the intense competition? This panel will aim to address these issues.

10:15 Lobby time/networking

SESSION 2

Factory factors

Having examined consumer trends, we will switch in this session to how these are influencing manufacturers, some of the challenges that companies producing plant-based products face and how they are tackling them.

10:30 Productive growth: a processor's perspective on plant-based

Ralph Langholz, head, alternative proteins, Micarna
Ralph will outline Micarna's approach to plant-based production and its strategy for making the most of market opportunities. How does this agenda sit within the business's wider growth as a meat processor? What motivations drove it to diversify?

10:40 Productive growth: a processor's perspective on plant-based

Felippe Castillo, director of marketing and innovation, Tyson Foods
Felippe discusses its rapidly evolving plant-based plans for the European market, starting with foodservice and then tackling retail, with the UK a lynchpin in that development.

10:50 Panel discussion: Building plant-based production and the challenges of expanding from meat into veg

Panellists: Ralph Langholz, Micarna; Jens Thoernich, product manager, plant-based protein, Vemag; Tom Faulkner, head of plant-based, Winterbotham Darby; Felippe Castillo, director of marketing and innovation, Tyson Foods
This panel will run through the process of building a plant-based factory and scaling up production. What lessons can be learned from this process, particularly by companies that have diversified from pure meat production. How does the intense interest and growth in this market affect the speed and pressure to boost capacity and how can processing equipment deliver what suppliers, customers and shoppers want?

11:15 Lobby time/networking

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SESSION 3

Growing together

Here, we'll aim to explore the commercial realities of the retail market and how suppliers can ensure they gain and maintain business.

11:30 Retail Relations: What retailers and consumers want from plant-based suppliers

James Fisher, lead product developer, convenience meals, Marks & Spencer
A retail perspective on the market. What insights can retail customers offer manufacturers in terms of what they, and shoppers, want? How can suppliers pitch successfully to gain listings? What are some of the gaffes to avoid? And if demand starts to grow, how can suppliers and retailers work together to manage that?

11:45 Panel discussion: How to pitch to retailers and keep them happy

Panelists: James Fisher; Tom Faulkner
Our panellists will offer hands-on practical experience of what retailers want, how that can be delivered and how to build relations and avoid misunderstandings. Within that, what are some of the issues unique to the plant-based sector?

12:15 Break

SESSION 4

Seeds of success

The focus turns to ingredients supply and production as this session explores how suppliers can secure and maintain sustainable sourcing and quality in the face of rapidly expanding business opportunities. How has the market evolved to address consumers' sustainability concerns? What are the relative challenges posed by various ingredients?

13:30 Panel: Back to the source

Panelists: Donal Kelliher, global senior category manager, Kerry Taste & Nutrition; Benjamin Voiry, global marketing manager, Roquette; Andrew Spicer, chief executive, Algenuity.
Ingredients suppliers explore the key issues here and how consumers' attitudes are filtering down to conversations between them and their processing customers.

14:15 Lobby time/networking

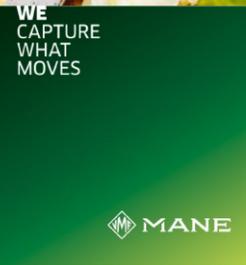
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SESSION 5

Functional and nutritional issues

Staying with raw materials and ingredients, this session will turn to the functionality specifically of plant-based proteins and how other plant-based ingredients can deliver health and nutritional benefits for consumers.

14:30 Understanding the potential of plant-based proteins through characterising their functionality.

Speaker: Jo Baker Perrett - Food scientist, rheology and texture section, production and processing research department, Campden BRI Group on its Developing Plant Proteins project.

14:40 Panel: Can plant-based products deliver nutritionally?

Bronwyn Hawker, NPD manager, Mia & Ben; Jo Baker Perrett; professor Aedin Cassidy, Queen's University Belfast, Judy Buttriss, director general, British Nutrition Foundation
Researchers and nutrition experts debate the pros and cons of plant-based diets and the latest thinking on how they can deliver everything consumers need. What are the implications for processors?

15:15 Close

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Thankyou

This conference has attempted to address some of the challenges facing ingredients suppliers and manufacturers in the booming plant-based food and drink sector. Thankfully, unlike other current supply chain and production issues, many of these challenges exist because of an extremely positive situation: the boom in growth. In addressing them, the industry benefits from tapping into the extraordinary potential that exists. We hope this conference has helped to facilitate that. We would like to thank all the speakers, panellists and sponsors for making that possible and supporting a section of the market enjoying such radical innovation and expansion.

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