

THE INTERNATIONAL ALLIANCE FOR ALTERNATIVE PROTEIN PRESENTS:

THE **new protein** LANDSCAPE by Olivia Fox Cabane



SAVE THE DATE

NEW FOOD VENTURES

The Landscape Comes to Life: The Inaugural Summit
of The International Alliance for Alternative Protein

January 16, 2019 in San Francisco

Sign up for updates at newfoodventures.org

THE **new protein** LANDSCAPE by Olivia Fox Cabane



All new protein

VIEW ENTIRE CHART



Creating new protein

CLEAN ANIMAL PROTEIN • NON-ANIMAL PROTEIN • INGREDIENTS



Supporting new protein

PROCESSING • CULTURING SYSTEMS • INCUBATORS & ACCELERATORS • NON-PROFITS • RESEARCH & ACADEMIA



Funding new protein

VC FIRMS • CORPORATE PARTNERS • GOVERNMENT AGENCIES



KEY →



CREATING NEW PROTEIN:
CONSUMER GOODS



SUPPORTING
NEW PROTEIN



FUNDING
NEW PROTEIN

CLEAN ANIMAL PROTEIN (Grown from Cellular Agriculture)

| | | | |
|---|------------------------|--|---------------------|
| MULTI-PROTEIN Beef, Pork, Poultry, Seafood, Eggs Beef, Pork, Poultry Beef, Pork, Poultry, Seafood | | BEEF THE MEAT REVOLUTION | |
| PORK NEW AGE MEATS | POULTRY | | EGGS |
| SEAFOOD | | OTHER | |

NON-ANIMAL PROTEIN

| | | | |
|---------------------------------------|--|--|--|
| PLANTS | | | |
| FUNGI | | | |

VC FIRMS

| | | | | | |
|--------------------------|--|------------------------------|--------------------------|------------------------------|--------------------------------------|
| | | | | | |
|--------------------------|--|------------------------------|--------------------------|------------------------------|--------------------------------------|

INGREDIENTS (PROTEINS, FLAVORS, COLORS, FILLERS, GELLING AGENTS, CASINGS...)

| | | |
|--|---|---|
| made from microalgae | INNOVATION AS MAIN INGREDIENT SOURCE | INNOVATION AS MAIN INGREDIENT |
|--|---|---|

CORPORATE PARTNERS

| | | | |
|--------------------------|------------------|--------------------------|----------|
| | | | |
|--------------------------|------------------|--------------------------|----------|

GOVERNMENT AGENCIES

| | | |
|--|--|--|
| | | |
|--|--|--|

PROCESSING & CULTURING SYSTEMS

| | | | |
|--------------|----------|--------------|----------|
| | | | |
|--------------|----------|--------------|----------|

NON-PROFITS

| | | | | |
|----------|----------|-------------------------------------|------------------|----------|
| | | Emanuel J. Friedman | | |
|----------|----------|-------------------------------------|------------------|----------|

INCUBATORS & ACCELERATORS

| | | | |
|------------------|------------------|------------------|--------------|
| | | | |
|------------------|------------------|------------------|--------------|

RESEARCH & ACADEMIA

| | | | |
|--------------|------|----------|------|
| | | | |
|--------------|------|----------|------|

CREATING NEW PROTEIN: CONSUMER GOODS

CLEAN ANIMAL PROTEIN (Grown from Cellular Agriculture)

| | | | |
|---|--|---|--|
| MULTI-PROTEIN  Beef, Pork, Poultry, Seafood, Eggs  Beef, Pork, Poultry  Beef, Pork, Poultry, Seafood | | BEEF    FM Technologies  THE MEAT REVOLUTION | |
| PORK    | POULTRY   | | EGGS   |
| SEAFOOD      | | OTHER      | |

INGREDIENTS

(PROTEINS, FLAVORS, COLORS, FILLERS, GELLING AGENTS, CASINGS...)

| | | |
|---|---|---|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | |

NON-ANIMAL PROTEIN

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| PLANTS          | | | | | | | |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | | | | | | | |

SUPPORTING NEW PROTEIN

PROCESSING & CULTURING SYSTEMS



INCUBATORS & ACCELERATORS



NON-PROFITS



RESEARCH & ACADEMIA



VC FIRMS

CORPORATE PARTNERS

GOVERNMENT AGENCIES