



Good Food Institute Europe<sup>SM</sup>



Barbara Evripidou

# The impact of your support

June 2022



**“ This – right here – is one of the best parts of my job. ”**

*Every day at the Good Food Institute Europe, I am inspired and invigorated by the progress we are driving with policymakers, by the funding we are directing to the highest impact research, and by the media coverage secured by our team. But the best part? Getting to share and celebrate this with you, our generous and visionary donors. Because you are the ones responsible for absolutely all of the impact we generate.*

*This year, GFI Europe is focusing on how to have the greatest impact across the continent. We are researching the best narrative framing of cultivated meat in countries across Europe. We are hiring policy specialists to work at a national (rather than EU) level for the first time. And we are forging relationships and coalitions with big European NGOs to build a strong, broad base of support for sustainable proteins.*

*There are so many impactful activities we could list, but in this update, we dive into a small number of highlights from the first few months of the year. I hope you will enjoy reading about them as much as I enjoy sharing them. They are all down to people like you, who share our vision – a better global food system for the planet, people, and animals.*

*Please share this report with anyone you think may be interested to learn about GFI Europe’s work and, if you’d like to learn more about our work, sign up to the [GFI Europe newsletter](#), [visit our website](#), or contact [europe-philanthropy@gfi.org](mailto:europe-philanthropy@gfi.org). We love hearing from you.*

***Yours with gratitude,***

**Richard Parr MBE**  
GFI Europe managing director

# Meet our team

A year ago, we were a team of six. Now, we are 17. Every one of these new hires represents a massive step up in mission impact – for the planet, people, and animals.



## Top row (l-r)

- Alex Mayers**, head of operations
- Alice Ravenscroft**, head of policy
- Charlotte Lucas**, corporate engagement manager
- Alex Holst**, senior policy manager
- Catherine Derieux**, talent acquisition and DEI specialist
- Soem Zeijlmans**, policy analyst
- Oisín Nolan**, operations specialist
- Ivo Rzegotta**, public affairs manager, Germany
- Seth Roberts**, policy manager

## Front row (l-r)

- Conrad Astley**, communications officer
- Elena Walden**, policy manager
- Iman Syed**, operations specialist
- Emily Johnson**, philanthropy manager
- Sophie Armour**, communications manager
- Richard Parr**, managing director
- Seren Kell**, science and technology manager

## Q: What is the highest-impact way GFI Europe’s policy team can grow?

**A:** “By hiring local, on-the-ground experts in individual European countries, we can work at a national level in the regions we’ve identified as critical to the success of sustainable proteins in Europe. This began when Ivo Rzegotta joined the team in December as our Public Affairs Manager for Germany, we have just hired a UK policy expert, and we hope to hire in Italy and Spain later this year.”

**Alice Ravenscroft**, head of policy



# GFI takes centre stage at IFFA – the world’s largest meat trade fair

“ They were by far the most popular tours to take place throughout IFFA. ”

Carlotte Lucas, corporate engagement manager, GFI Europe



Barbara Evrpidou

If ever we were looking for proof that the conventional meat industry had recognised the potential of sustainable proteins, the IFFA trade fair was the moment we found it. The fact that the GFI Europe partnered with organisers Messe Frankfurt for the world’s biggest conventional meat trade fair was a major step into the mainstream for the plant-based, cultivated meat and fermentation sectors.

Working with the existing meat industry is vital to addressing animal agriculture’s contribution to climate change, deforestation, antibiotic resistance and zoonotic diseases. This sector has the infrastructure and commercial understanding necessary to accelerate the development and scale-up of sustainable proteins.

My colleagues and I were there to demonstrate the enormous opportunities these sectors offer to the industry, and to provide advice about how they can use their expertise to develop delicious and affordable new products – so they can support Europe’s transition to a more sustainable food system.

The level of interest we encountered far exceeded our expectations.

A wide range of people were keen to talk to us and learn more about sustainable proteins – from entrepreneurs and startups, to scientists and representatives of established food production companies. In business, just as in nature, a diverse ecosystem is a healthy one – and it will take producers of all shapes and sizes to realise the full potential of sustainable proteins. I heard time and time again that, in many of these companies, sustainable proteins are the growth area – that’s where the innovation funding is going.

As well as sharing a dedicated alternative protein booth with allied organisations, GFI Europe led a series of discovery tours, introducing visitors to the various sustainable protein

exhibitors at IFFA. We gave five of these tours to a total of more than 120 people, helping them explore new ingredients and manufacturing processes, but also providing background information and context around the entire sector – and they were by far the most popular tours to take place throughout IFFA.

Our lecture event at the IFFA Forum was also well-attended. I talked to visitors about the business of sustainable proteins, describing how companies across the world are tapping into the huge opportunities these sectors have to offer, and providing insights from our recently published State of the Industry Reports and investment figures.



Our science and technology manager Seren Kell spoke about how businesses can use their research and development expertise to unlock exciting opportunities to improve plant-based meat, as well as how they can use new crops, and the latest innovations in ingredient processing and texturisation methods.

And GFI supply chain manager Zak Weston provided insights from our recent report anticipating 2030 production requirements for plant-based meat, explaining how the conventional meat industry will have a crucial role in providing the infrastructure needed to scale plant-based meat production and satisfy growing demand.

It was a delight to be able to inspire others to learn more about this exciting new field.



With their decades of experience in food development, meat companies will be key to satisfying soaring global demand by creating delicious and affordable plant-based and cultivated meat options that people will love. The quicker these companies get involved, the quicker these new foods will match conventional animal products on taste, price, and convenience.

A lot more work is still needed before these foods are truly able to break through to the mainstream, including more government funding to accelerate open-access research and development, as well as a clear regulatory path to market for cultivated meat. But the enthusiasm we saw at IFFA shows that the days of this being a niche area are long over. Sustainable proteins have come a long way and have a bright future ahead of them.

Jochen Günther

“ The quicker these companies get involved, the quicker these new foods will match conventional animal products on taste, price, and convenience. ”



# Driving down the costs of cultivated meat

Cultivated meat is exactly the same as the beef, pork, chicken and seafood people eat today – but produced in a way that could reduce the methane emissions, deforestation, biodiversity loss, water use, water pollution, antibiotic resistance, and foodborne illnesses associated with conventional animal agriculture. It could provide the meat so many desire, but in a more sustainable and just way. Now is the time to invest in the fundamental research that will enable it to scale.

To that end, GFI Europe has partnered with the prestigious EIT Food – the world’s largest food innovation community – to launch an innovation challenge to help drive down the costs of cultivated meat. The **Cultivated Meat Innovation Challenge** will award €100,000 each to up to four research projects aimed at reducing the cost of cell culture media – one of the **most pressing technical challenges** in the field.

Cell culture media is the nutrient-rich brew that feeds the cells as they grow in a cultivator. Animal component-free cell culture media is currently the biggest contributor to cultivated meat production costs. So the solutions funded by this prize could represent a huge step towards cultivated meat reaching price parity with conventional meat.



Successful applicants will be required to make their research open-access (for example, through publications and presentations at conferences), and to ensure that any IP generated is available for others to license shortly after the project is finished. Open-access or publicly available research benefits and accelerates the whole sector and avoids duplication of efforts.

As well as its potential to tackle one of the biggest challenges to scaling up cultivated meat, this funding opportunity, and the association with a well-respected organisation like EIT Food, will bring new researchers and companies into the cultivated meat space. Bringing talent, as well as funding, to the sector is a top priority for GFI in our mission to make sustainable proteins delicious, affordable and accessible.

**Q:** What are you most excited about for the second half of 2022?

**A:** “Thanks to support from GFI’s donors, we are expanding GFI Europe’s science and technology team. A research and grants manager will work to mobilise significantly more public funding for critical sustainable proteins R&D, and a community coordinator will inspire researchers from other fields to move into the space and push for universities to integrate sustainable proteins curricula to educate the future technical workforce for the industry.”



**Seren Kell**, science and technology manager

“ This means that the solutions funded by this prize could be a huge step towards cultivated meat reaching price parity with conventional meat. ”

# Impact spotlight on... GFI Europe's communications team

Compelling communications serve as a force multiplier – and are often the conduit for new innovators, investors, and advocates to enter our space. Take, for example, the coverage GFI Europe's communications team secured for the groundbreaking research of GFI grantee, Professor Frederico Ferreira, in the [Guardian](#), [Der Spiegel](#), [FoodNavigator](#), and [Business Insider Spain](#).

Professor Ferreira's [research](#) at the University of Lisbon uses algae to create edible 'scaffolding' to grow cultivated sea bass fillets – important research that helps ensure cultivated seafood can compete with conventional seafood in terms of taste, texture and nutrition. His work is funded by GFI's Competitive Research Grants programme, which supports the most important and neglected foundational sustainable protein research, and provided a powerful opportunity to help drive a positive narrative for cultivated meat in Europe.

Such coverage also leads to a number of other exciting benefits – it inspires other scientists to move into sustainable protein research, bolstering the ecosystem with further talent and expertise. Media coverage also aids our discussions with policymakers and institutional funders by signalling that there are researchers able to absorb funding if it is made available. After reading about Professor Ferreira's work, a significant investor reached out to GFI asking to be connected with him. Finding investors and collaborators to commercialise the research later will maximise its impact.

While GFI Europe's communications team is often behind the scenes, their external impact is significant. So far in 2022, this small but growing team has secured more than 400 pieces of media coverage, launched a [GFI Europe newsletter](#), and grown our social media audience to over 15,500.



## Sneak peek: a victory for sustainable proteins in the UK

Last year, following heavy engagement from GFI Europe, the UK's [National Food Strategy](#) called for a £125 million investment in alternative proteins. Since then, our policy team has been working to ensure these recommendations become concrete policy plans and, in June, the UK government [promised](#) support for alternative protein research and innovation as well as a review of the relevant regulatory frameworks.

Later in 2022, we will provide our donors with a deep dive into the counterfactual impact of GFI Europe's UK policy work. This includes the first UK [parliamentary reception](#) dedicated to cultivated meat, which served to get our written case for increased R&D funding into the hands of around 50 MPs, and a UK government [report](#) which indicates regulatory support for sustainable proteins.



“ Thank you for supporting GFI. Your philanthropy powers all of our work to advance plant-based and cultivated meat in Europe and is helping to create a sustainable, safe, and secure future of food.

You are mitigating climate change, which is currently set to have the worst impact on those who did the least to cause it. You are reducing the risk of antimicrobial resistance by helping to remove antibiotics from the food system. And you are saving billions of animals from a life of suffering.



This is the real impact of your support and we are very grateful to you for envisioning this future and entrusting GFI to bring it about.

What you've read here is just a snippet of the impact GFI Europe is having on the world of sustainable proteins. Our affiliated organisations in Asia Pacific, Israel, India, Brazil, and the United States are also having an exponential impact in their respective regions. If you're interested in learning more, please don't hesitate to contact me.



**Emily Johnson**, philanthropy manager  
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Barbara Evripidou

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The Good Food Institute Europe is an international NGO helping to build a more sustainable, secure and just food system by transforming meat production. We work with scientists, businesses and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe. By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system, decrease the risk of zoonotic disease, and feed more people with fewer resources. GFI Europe is powered by philanthropy and we offer tax-efficient giving solutions for residents of many countries.

