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Fecha: Martes, 2 de marzo a las 10:30am ET
Ponentes: Erik Cárdenas, ETH Zurich y ACS
Moderadores: Ingrid Morales, Universidad de Puerto Rico, Puerto Rico Society of American Chemical Society

La Que El Público Aprenderá:
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Descubrimientos Sorpresas en la Síntesis y la Biología de los Productos Naturales
Fecha: Miércoles, 24 de marzo a las 10:30am ET

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Neither Fish Nor Fowl: The Growth of Alternatives to Animal-Derived Food

Julie Mann  
Chief Innovation Officer, PURIS Holdings, LLC

Andrew Ive  
Founder, Big Idea Ventures

Joshua March  
Cofounder and CEO, Artemys Foods

Christopher Gregson  
Founder, Greenstalk Food Consulting LLC

Presentation slides are available now! The edited recording will be made available as soon as possible.

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Neither Fish Nor Fowl: 
The Growth of Alternatives to Animal-Derived Food

March 11, 2021

Moderator: Christopher Gregson, Founder, Greenstalk Food Consulting LLC

Panelists:
Andrew Ive, Founder, Big Idea Ventures
Julie Mann, Chief Innovation Officer, PURIS Holdings, LLC
Joshua March, Cofounder and CEO, Artemys Foods
What are alternative protein foods?

Plant-based or cultured alternatives aiming for equivalence to animal-based foods

**Whole foods**
Beans, lentils, mushrooms, etc.

**Plant proteins**
Tofu, tempeh, seitan, etc.

**Ingsredients**
Egg & gelatin replacers

**Veggie-centric**
Black bean burger

**Nutrition**
Spectrum of alternatives

**Meat-like plants**
Tomatoes (Ahimi®), Fungi (e.g. Chicken of the Woods)

**Function**
Mimics

**Plant-based meat**
Textured plant protein, e.g. Boka, Impossible, Tofurky, Morningstar

**Form**
Plant-based meats, milks, cheese etc.

**Cultureed meat**
Animal cells grown without the animal, e.g. Memphis Meats
There is a global consumer shift toward plant-based foods

Plant-based foods = rapid growth market
2018 US: $3.7 billion market, +17% growth
Trend is driven by consumer health

Top demand drivers:
- health & wellness
- weight management
- clean eating

and issues of major global importance

*Incorporate more foods that are unprocessed or minimally processed. Source: Nielsen, Homespun Panel Protein survey, April 2017 [U.S.]. Source: Nielsen Panelviews survey, March 2017 [Canada].

courtesy of The Good Food Institute
The panelists

alt-protein start-ups
Andrew Ive
Big Idea Ventures

plant-protein ingredients
Julie Mann
PURIS Holdings

cultured meat
Joshua March
Artemys Foods

Making Sense of the Global Economy: U.S. Manufacturing, the Chemical Industry, and You

Robert Fry,
Chief Economist,
Robert Fry Economics LLC

April 8, 2021
Neither Fish Nor Fowl: The Growth of Alternatives to Animal-Derived Food

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