



In the IFFA interview: Fabio Ziemßen on hybrid products and the global market for cultured meat.

Frankfurt am Main, 12 05 2022. Fabio Ziemßen, Chairman of the Board at the German Association for Alternative Protein Sources (BALPro), talks in an interview about the status quo in cultured meat and how the industry is currently meeting consumers' tastes with hybrid alternatives. At IFFA, ProVeg's "New Food Insights" conference on May 16 and 17 will highlight current developments in the growth market for alternative proteins.

- 1. Mr. Ziemßen, one could say that the food industry sees itself as a protein supplier, and that the differences between animal and plant products are becoming increasingly blurred. The goal is to supply everyone around the globe with high-quality and nutrient-rich proteins. But it is not all that simple. In your opinion, what are currently the biggest obstacles on the way to this vision?*

“In recent years, the plant-based protein market in Germany has shown steady growth. This development can be seen as thoroughly positive and exemplary for many further opportunities for the ecological improvement of food production through the development of new raw material sources. It also shows that a sustainable transformation is not a "big bang", but progresses in individual steps.



Fabio Ziemßen, Chairman of the Board, German Association for Alternative Protein Sources. Source: BALPro

After the substitution of a raw material has succeeded and new attractive products have emerged from this, the next step is to optimise the efficiency of raw material extraction. In the case of plant-based products, this means, among other things, promoting the regional cultivation of protein plants and, in the medium term, moving away from costly and ecologically less favourable raw material imports. In addition, political measures must be taken in the field of cellular agriculture that facilitate the direct approach of potential investors and the generation of financial resources, and that remove currently existing political obstacles. We therefore demand, among other things, low-threshold and non-bureaucratic funding from which especially start-ups and SMEs can benefit. This funding must be systemic, i.e. it must be interdepartmental and cross-policy and take value chains into account in their entirety. Only by overcoming political and economic special interests can programmes for the promotion of a more sustainable protein supply be set up and implemented.”

2. *The production of cultured meat is costly and complex. Nevertheless, so-called "lab-grown meat" is considered a product with potential that attracts a lot of investment. So far, Singapore is the only country that has approved the sale of cultured meat. What are your expectations regarding the spread of cell-based meat and which countries are pioneers here? How do you see the price development?*

“It was only in early April, that the Dutch government announced it would provide 60 million euros for the national development of an ecosystem around cellular agriculture. According to current estimates, this is one of the largest public amounts ever invested in the promotion of cellular agriculture worldwide. The award of the funds – which are intended to particularly strengthen the areas of training, academic research, publicly accessible scale-up facilities, integration into society as well as innovation promotion within the framework of the Dutch *National Growth Fund* for the promotion of innovative economic sectors – is therefore a significant step for the entire industry in Europe.

At the same time, *Bluu Seafood* – the first company in Europe to specialise in the production of cultured fish – and *CellX* – the leading cultured meat company in China – two pioneers in the field of cellular agriculture announced their global collaboration this month. The cooperation between the two companies aims to actively promote regulatory approval of cultured proteins in their respective regions, which also opens up promising prospects for the industry as a whole.

In Israel, the world's largest pioneer in cellular agriculture, *Pluristem Therapeutics Inc* – one of the nation's leading biotechnology companies – and *Tnuva Group* – Israel's largest food manufacturer – announced earlier this year the start of a collaboration to develop, manufacture and market cultured cell-based products for the food industry.

In addition, *UPSIDE Foods*, one of the leading international cultured-meat companies, raised approximately USD 400 million in a Series C financing round a few weeks ago from investors such as the *Abu Dhabi Growth Fund*. This capital increase will help to raise the company's valuation to over USD 1 billion. At the end of last year, *UPSIDE Foods* announced the completion of its Engineering,

Production and Innovation Centre (EPIC) on a 53,000 square metre campus in Emeryville, California. This advanced facility is designed to produce any type of meat, poultry and seafood – both ground and whole – directly from animal cells. This shows that Cellular Agriculture is a market of the future, with many countries around the world currently competing to be a pioneer. Taking these developments and innovations into account, current estimates suggest that price parity for in vitro meat could be reached as early as 2032.

In Germany, on the other hand, cultured meat is not yet approved for human consumption, and the question of whether it can also become established in this country depends not only on legal and technical challenges, but also heavily on consumer acceptance. This is why *BALPro*, with its own working group "Proteins from Cellular Agriculture", is focusing on generating financial resources, removing political hurdles and informing consumers about the advantages of cellular agriculture through political work and a direct approach to potential investors, in order to reduce peoples' reservations."

3. *At IFFA on 17 May you will be moderating ProVeg's "New Food Insights" conference, which is about the production of alternative protein products and hybrid products. May you give us a few details on this?*

"The transformation in the field of alternative protein sources can only work if the new products convince consumers in their taste and utility. When using new technologies, such as precision fermentation or the artificial reproduction of animal cells, intermediate solutions are necessary to meet the demands of customers in terms of both price and taste. Hybrid products made from purely plant-based and artificially reproduced ingredients are an adequate means to this and a first step towards alternatives in all conventional applications. At the conference on "New Food Insights", we will talk about the current state of developments in hybrid alternatives, but also about the different approaches in this field. Where are the current challenges and which product applications will be available on the market first? I will discuss these and other questions with my guests and panel participants."

Learn more about the "[New Food Insights](#)" conference by ProVeg, presented by Vemag on May 16 and 17 at the IFFA Factory area in hall 11.1.

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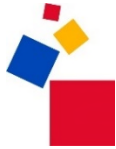
Technology for Meat and Alternative Proteins
The event will be held from 14 to 19 May 2022.

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**Your contact:**

Antje Schwickart

Tel.: +49 69 75 75-6474

Antje.Schwickart@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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* Preliminary figures for 2021