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**The future is here.**

**BELIEVER**



**T\*gether**

**NOVA**

**huxly**



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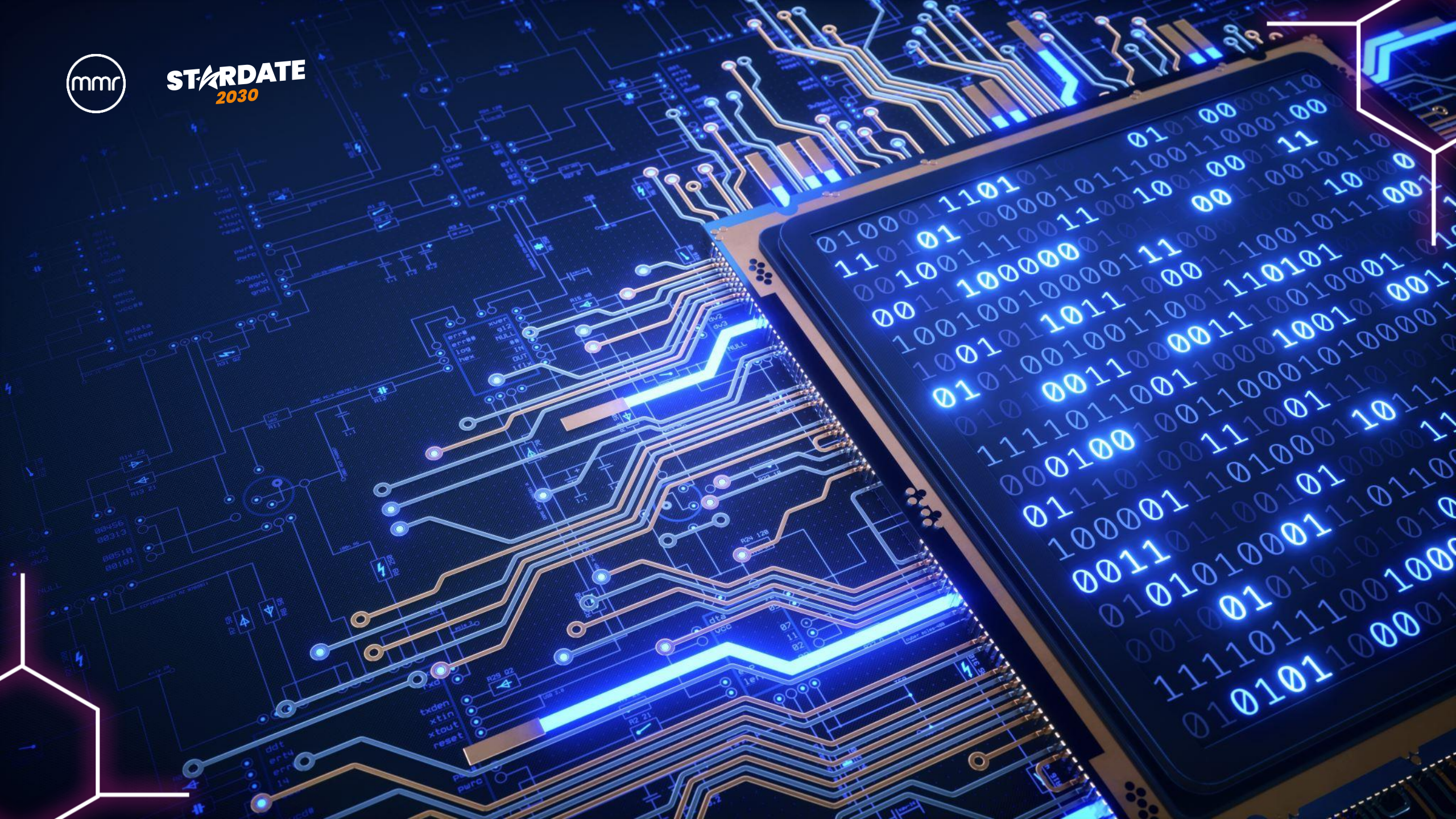
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**The next 10 years in food will  
make the last 50 look like it  
was going at a snail's pace.**

**Don Thompson, CEO  
Cleveland Avenue**



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**Cultured meat is genuine  
animal meat that is grown  
directly from animal cells...**

**Definition derived from  
Good Food Institute, U.S**



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**This production method  
eliminates the need to raise  
and farm animals for food...**

**Definition derived from  
Good Food Institute, U.S**





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**Cultured meat replicates the  
sensory and nutritional profiles  
of conventional meat.**

**Definition derived from  
Good Food Institute, U.S**





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# INNOVATION CENTERS

01

## CULTURED MEAT

What next for  
alternative protein?

02

## ANIMAL-FREE DAIRY

Prospects for  
a third space?

03

## SKIN REWILDING

Bigger than  
Anti-Aging?

# Your Futurists



**Anil  
Nataly**



**Dr Mark  
Haselgrove**



**Will  
Leigh**



**Louise  
Hitchen**



**Alexandra  
Kuzmina**



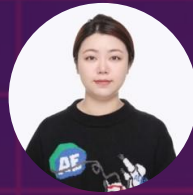
**Andrew  
Wardlaw**



**Kathryn  
Chase**



**Sarah  
Rooney**



**Carrie  
Chu**



**Ssuchi  
Wu**



**Sarah  
Smith**



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How can we speed  
up adoption of  
**future innovation?**



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## Globally, Diets Are Not Much Healthier Today Than They Were 30 Years Ago

Friedman School of Nutrition Science and Policy researchers detail the eating habits of adults and children in 185 countries over three decades







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**Bloomberg**

## Once-Hot Fake Meat Sees Sales Slide on Price and Being Too 'Woke'

Deloitte reports deteriorating perceptions regarding plant-based meat.

**FINANCIAL  
TIMES**

## Plant-based meat loses its sizzle in US as sales fall

Both too much choice and supply chain hurdles hit demand for alternative proteins

**The  
Guardian**

## 'T'd rather eat an actual burger': why plant-based meat's sizzle fizzled in the US

**Future of plant-based meat: 'The addressable market may be more limited than many thought,' says Deloitte**

**Food**  
navigator



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**Cultured meat and now animal-free dairy! I'm afraid that we're straying away from what is natural.**

**U.S Female.**





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**I'm a little worried. This doesn't make me feel positive about processed food at all... it's a slippery slope.**

**Netherlands. Male.**



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**I've learned so much, and it makes me hopeful about the future – that we can make a difference after all.**

**U.S Male.**





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# 3,400 PARTICIPANTS

01

## RESEARCH DIVE

What do we know  
already?

02

## GLOBAL COMMUNITY

Accelerating participants  
learning curve

03

## DIGITAL QUAL

Unpacking the future –  
triggers & barriers

04

## AI ASSISTED CONVERSATION

Measuring consumer  
sentiment

05

## STARDATE TRACKER

Measuring awareness,  
consideration, motivation

United Kingdom | Netherlands | United States | China | Singapore



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# **Biggest concerns**

**Climate change**  
**Mental health**  
**Global pandemics**  
**Food Safety**  
**Food shortages**

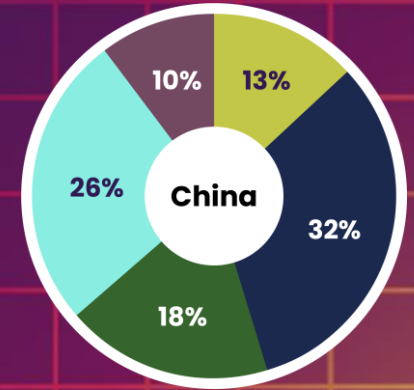
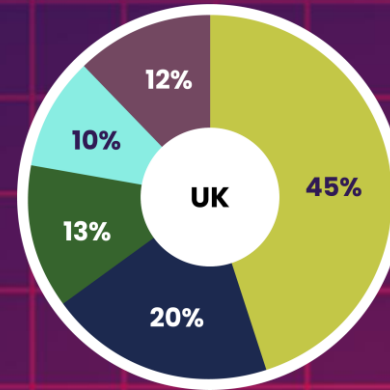
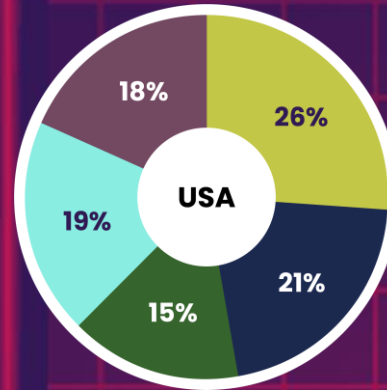




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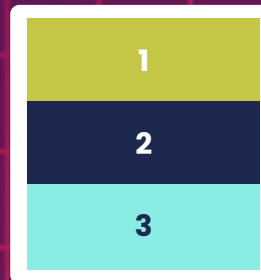
**Animal welfare,  
Environmental issues,  
Taste and Health are  
the top reasons for  
following a flexitarian,  
vegetarian or vegan  
diet in all 3 regions**

Proportion of reasons ranked as 1<sup>st</sup>

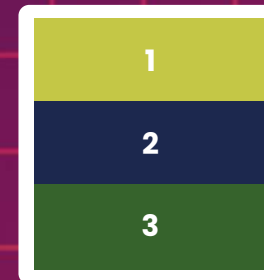


### Top Ranked Reasons

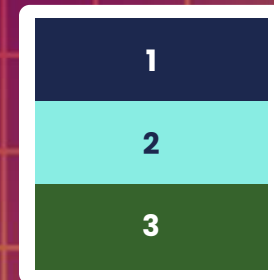
USA



UK



China





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# Designing the Future

**Anil Nataly, Head of Design  
The Together Agency**

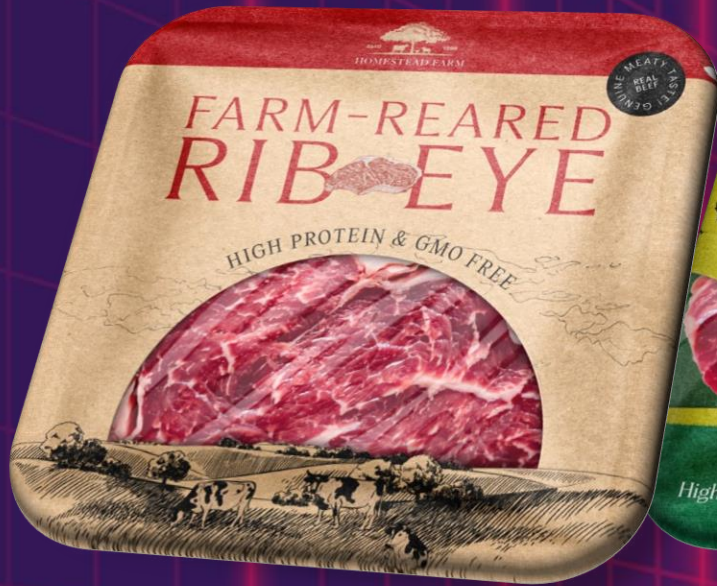
Click [here](#) to get in touch with Together







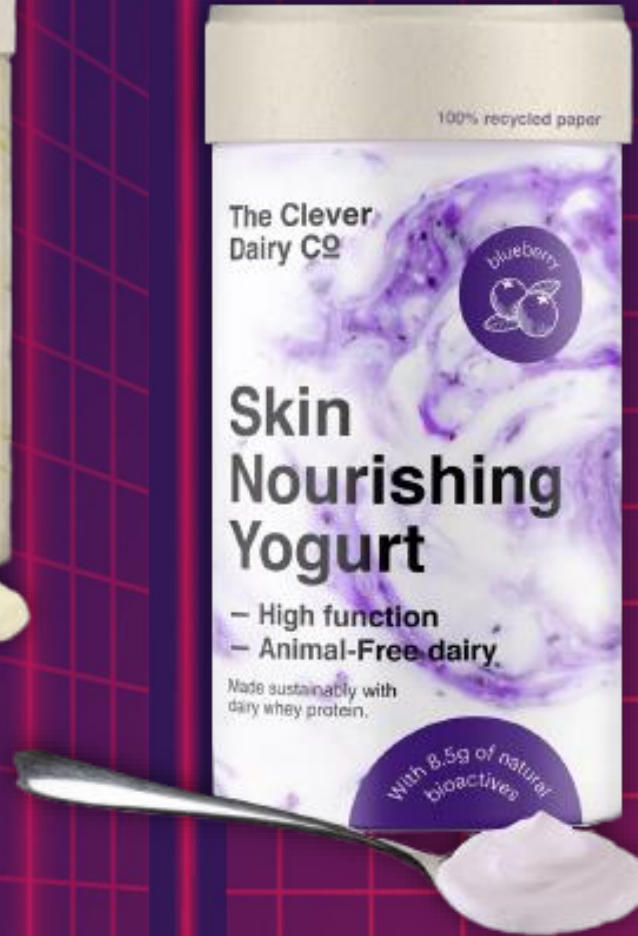
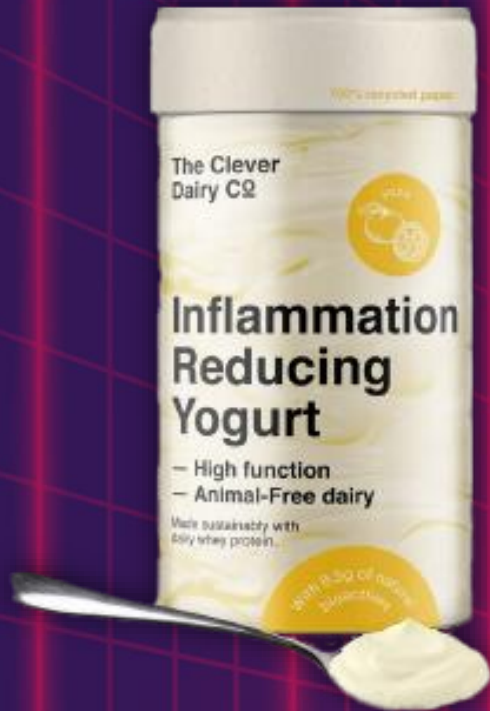
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Super Duper  
Foods have  
arrived.



Also available:  
Information Reducing Yuzu Yogurt  
and Mood Enhancing Cacao Yogurt

### The Clever Dairy Co.

The future has arrived.  
Now you can enjoy delicious dairy yogurts  
that are genuinely planet friendly.  
It's all down to our remarkable fermentation  
process that transforms animal-free whey  
protein into real dairy goodness.  
No cow required!

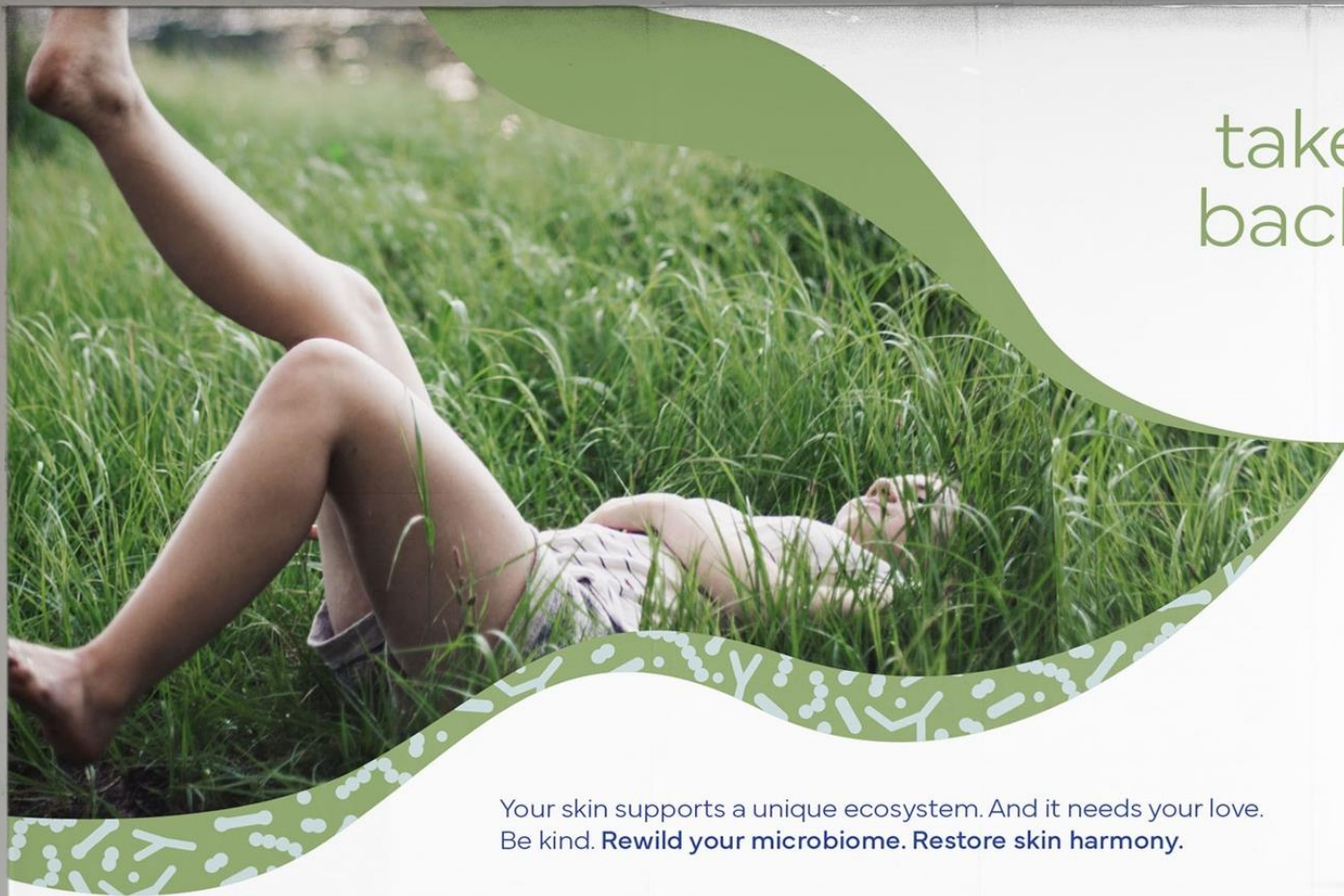
And we've trained artificial intelligence to locate  
and extract nature's best bioactive secrets,  
supporting your wellbeing like never before.  
This is next level dairy that's good for you,  
and simply wonderful for our planet.

Animal-Free | Vegan-Friendly | Visit [cleverco](http://cleverco)

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take your skin  
back to nature

Your skin supports a unique ecosystem. And it needs your love.  
Be kind. Rewild your microbiome. Restore skin harmony.



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AND CO.

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# Exploring the Future

**Louise Hitchen**  
Head of Digital Qual,  
MMR





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**It's public hesitation about what goes in  
to make it taste exactly like meat...  
because it's actually pretty good!**

**U.S. Male.**





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**The meat looks very similar. I'm accepting of cultured meat for the animal care angle. No need to kill.**

**China. Male.**



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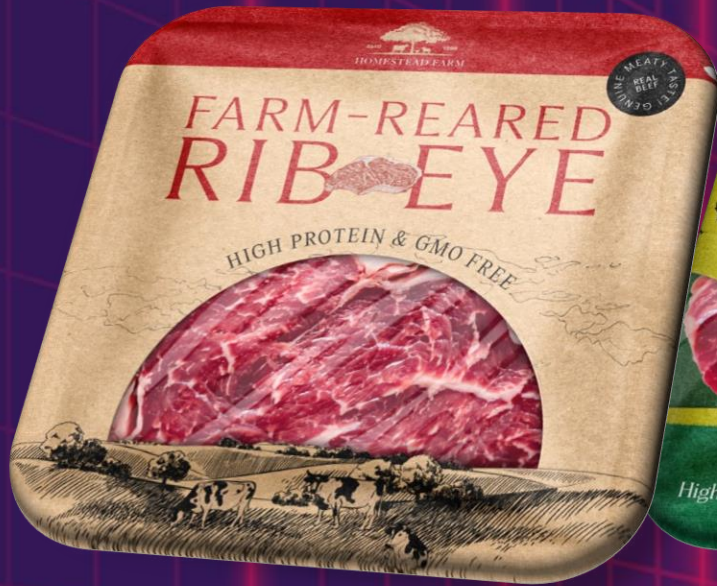
**It is super-fascinating that this is even possible. Obviously, from a sustainability point of view it will solve a lot of problems.**

**U.S. Male.**





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**I'm not going to risk Friday night, but I am perfectly happy serving cultured meat on a Tuesday.**

**U.K. Female.**





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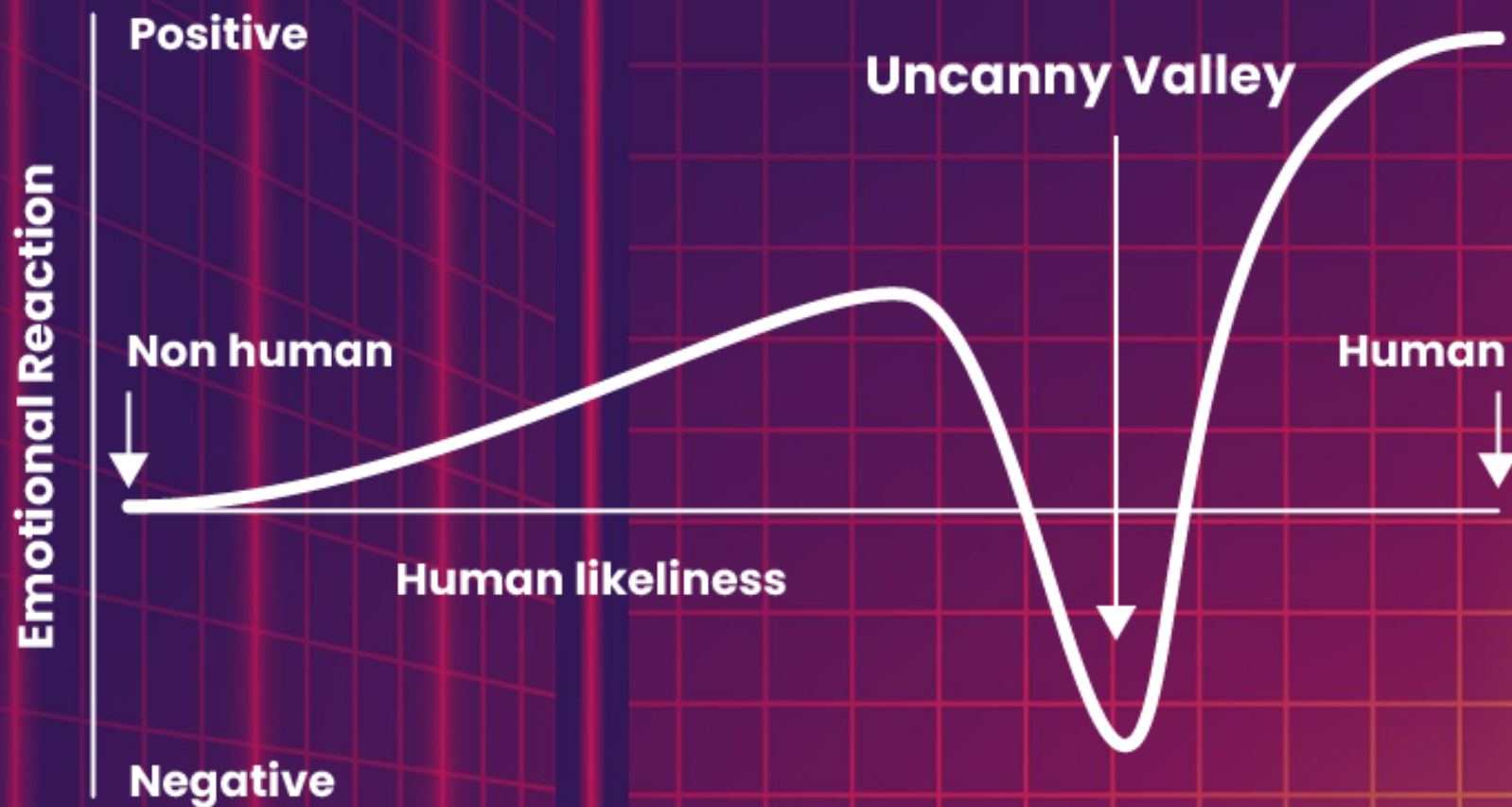
# Understanding Behaviour

**Dr Mark Haselgrove**  
**Behavioural Science Consultant.**  
**The Together Agency**



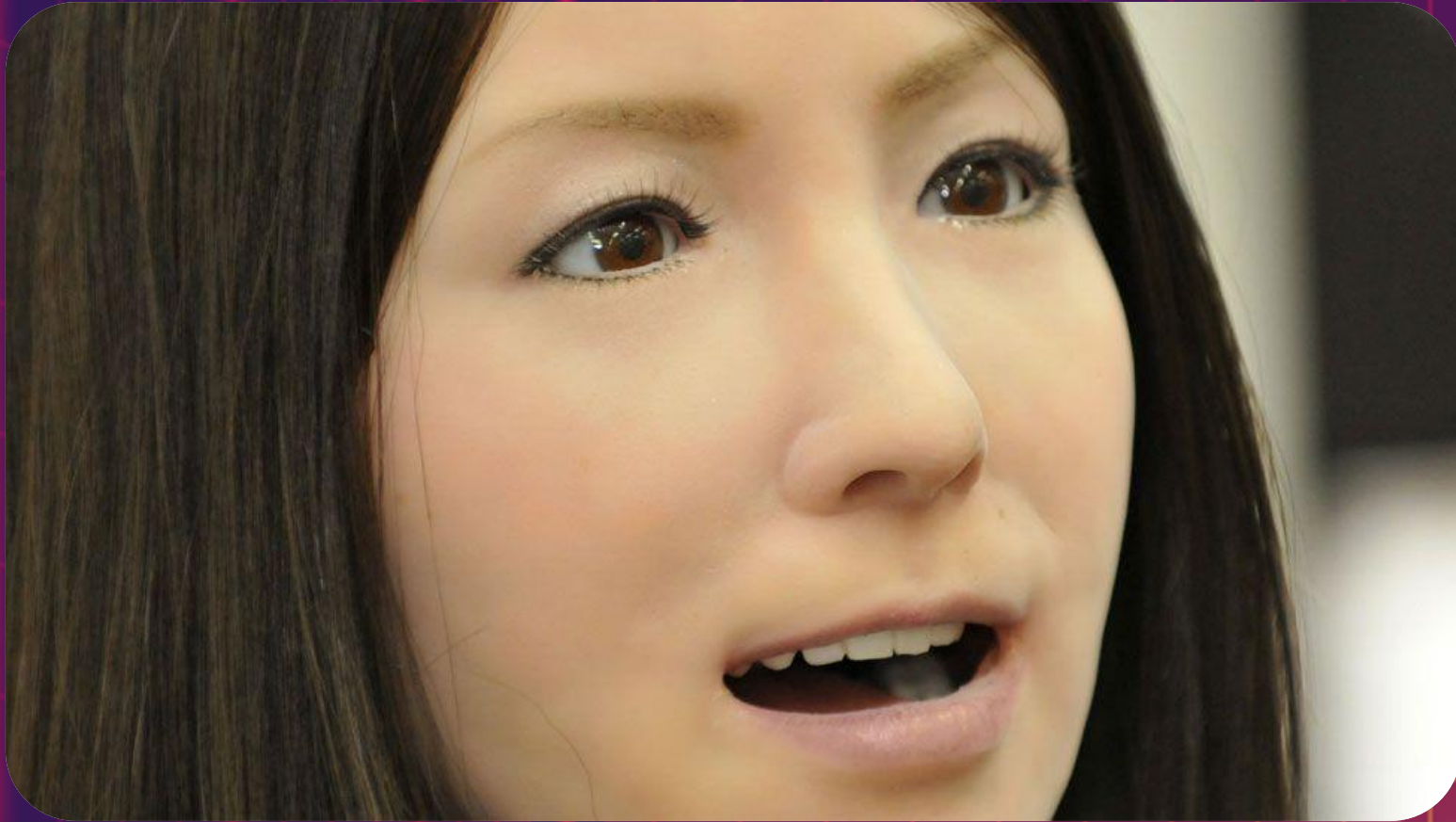


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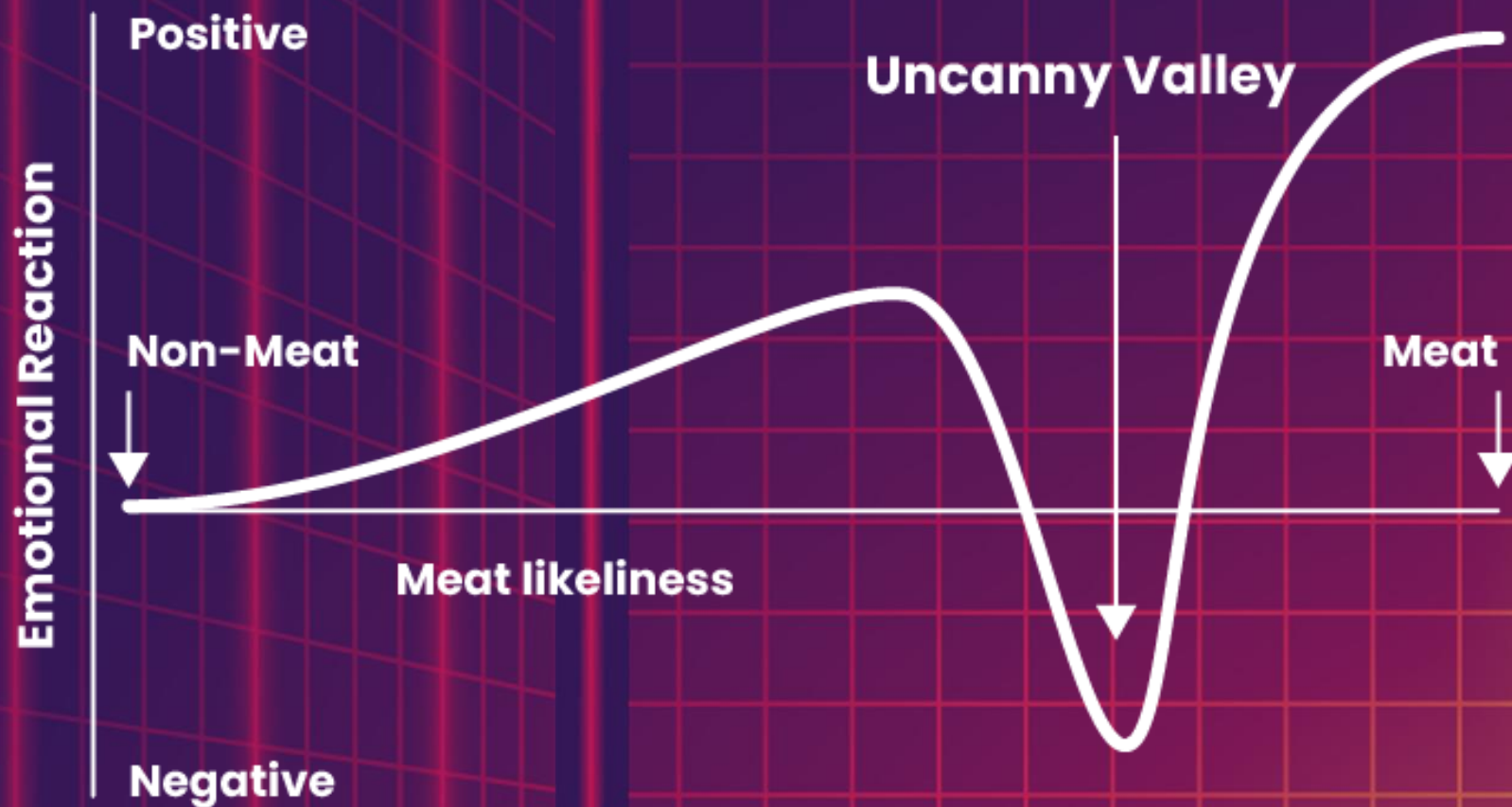
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# Understanding Behaviour

**Dr Mark Haselgrove**  
**Behavioural Science Consultant.**  
**The Together Agency**





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# Understanding Behaviour

**Dr Mark Haselgrove**  
**Behavioural Science Consultant.**  
**The Together Agency**

**Same Meat**  
**Safe Meat**  
**Better Meat**  
**Easier Way**  
**More Choice**



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# *B*ELIEVER Industry Insight

**Nicole Johnson-Hoffman**  
CEO, Believer Meats (previously  
Future Meat Technologies)

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# Exploring the Future

**Will Leigh**  
**Director of Innovation Strategy**  
**Huxly Global**

Click [here](#) to get in touch with Huxly





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**Precision fermentation is an advanced process that can make an exact copy of a protein...**

**Precision Fermentation/  
Animal-Free Dairy**





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**...found in cow's milk to produce  
animal-free dairy products, including  
milk, ice cream and cheese.**

**Precision Fermentation/  
Animal-Free Dairy**



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CULTR™**

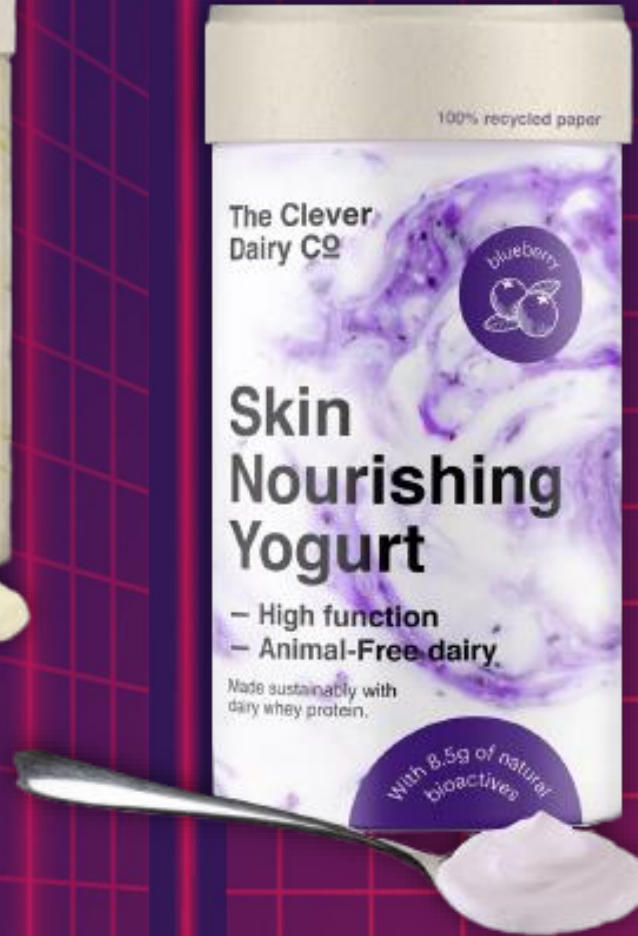
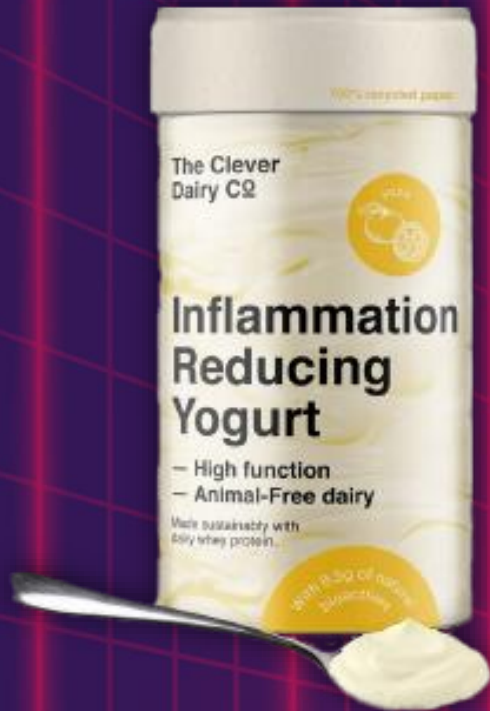




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# AI Assisted Research

**Sarah Smith**  
**Head of NOVA**

Click [here](#) to find out more about the NOVA Partnership Initiative





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# Exploring Skin Rewilding

**Louise Hitchen**  
Head of Digital Qual







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**Your skin microbiome comprises of trillions of microorganisms that live on your skin.**

**Skin Rewilding**



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**Science now shows that a healthy microbiome can have multiple health benefits...**

**Skin Rewilding**





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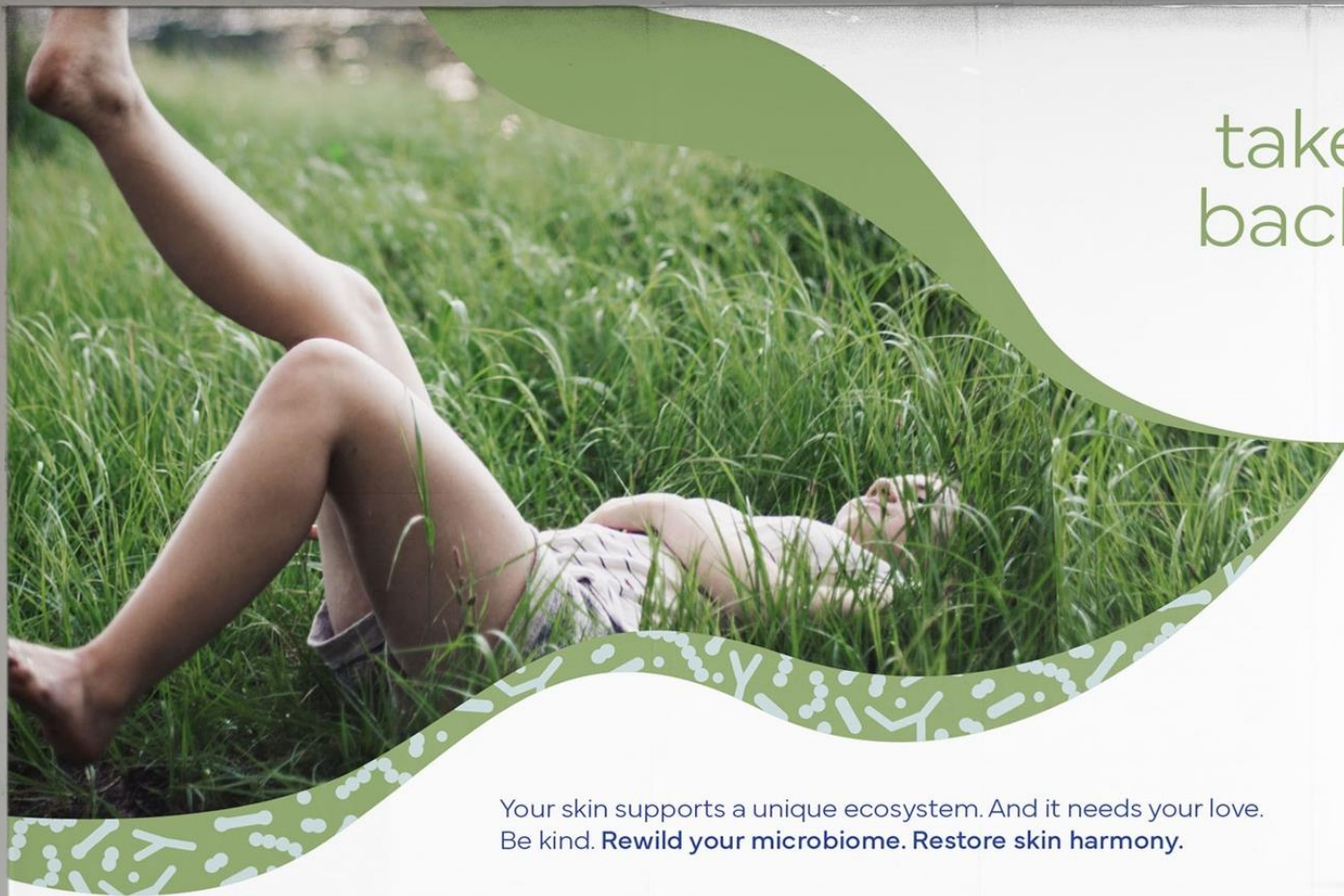


**Skin rewilding is the process of restoring individuals unique skin microbiome and can support skin and immune health.**

**Skin Rewilding**



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take your skin  
back to nature

Your skin supports a unique ecosystem. And it needs your love.  
Be kind. Rewild your microbiome. Restore skin harmony.



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AND CO.

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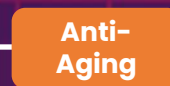




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Holistic



Pharma



Holistic



Pharma

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mmmr





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# FUTURE IMPERATIVES

01

## **BIG ON BE-SCI!**

Guiding positioning and  
communications

02

## **STOP COMPARING**

Developing positive  
frames and names

03

## **BUILD VALUE**

Championing nutrition  
density & diversity

04

## **MAKE EXPERIENCES**

Catering for a sensory  
seeking generation

05

## **GENTLY DOES IT!**

Finding ways to  
'soften the science'

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**Let's Talk!**