

Sustainably feeding the world

Accelerating protein innovation to diversify
how meat is made



Call for change

Tackling an unsustainable trajectory

Our global food system is on an unsustainable path. Conventional ways of making meat currently use 39% of all habitable land. With meat consumption set to double in fewer than 30 years, on the current trajectory there will not be enough land on earth to meet this demand. Relying on solely the existing industrial methods used to meet the world's demand for meat, fish, dairy and eggs is simply environmentally unsustainable. The impacts are wide-ranging and staying within 1.5°C warming in temperature by 2050 will be nearly impossible without addressing how meat is made.

[So how can we change course?](#)

A viable solution is to develop new sources of protein and more efficient production processes—but in order to appeal to consumers, these alternatives will have to genuinely, taste the same, cost the same, and scale to the same ubiquitous availability as conventional meat. Currently, this is an area where the limited investment in research and development is insufficient for the potential demand. And even if a feasible option is created, there's no infrastructure in place to produce these new products at scale.

We must act urgently. That's why The Good Food Institute (GFI) and Food System Innovations (FSI) worked with Accenture to explore the challenges and remove the bottlenecks in order to bring alternative proteins including plant based, fermentation derived, and cultivated meat into the global mainstream.





Call for change

“Collaborating with Accenture, we engaged leading experts in the science of alternative meats and market needs to help us define the strategic vision and objectives for the initiative.”

David Meyer, CEO, Food Systems Innovation

When tech meets human ingenuity

A cross-industry partnership

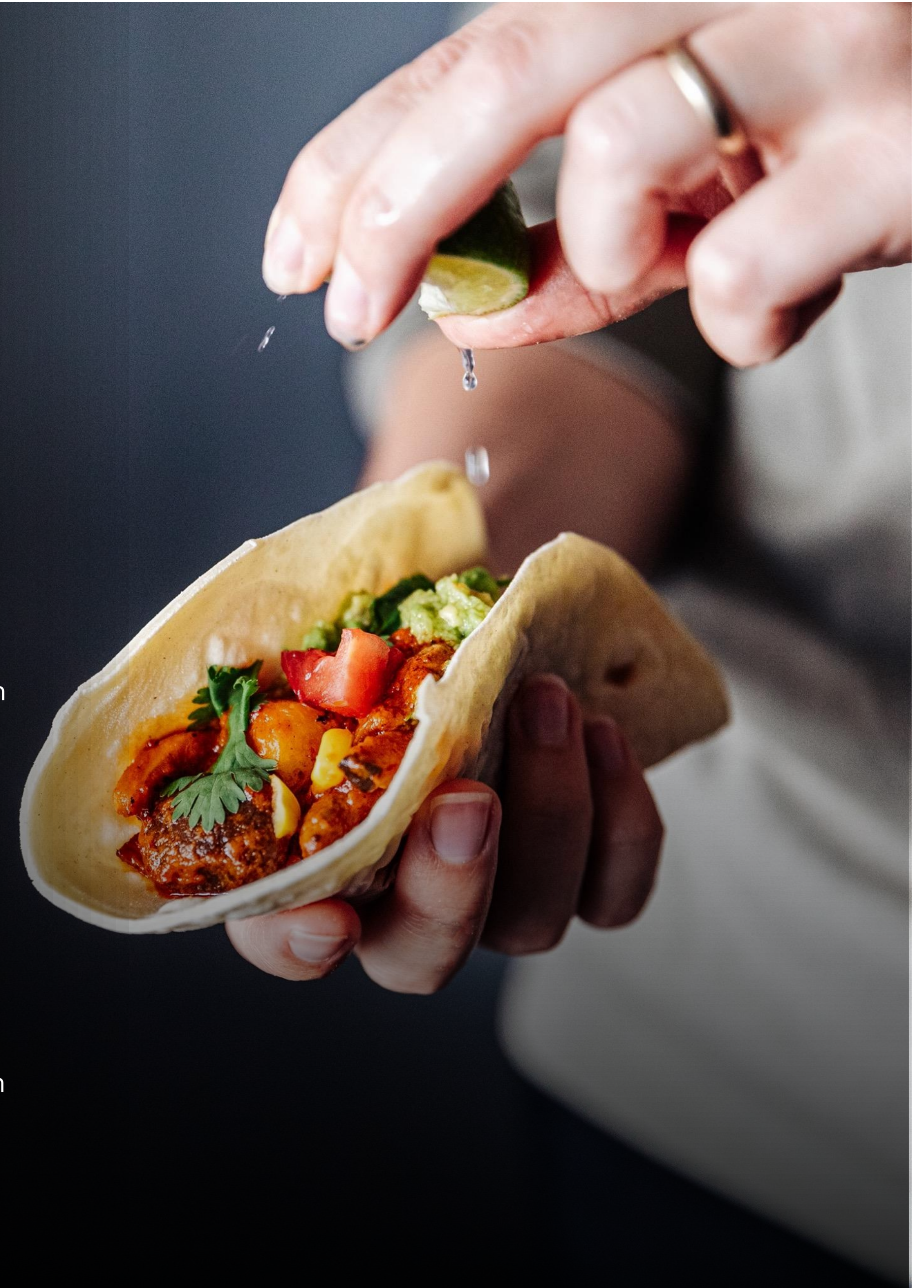
Accenture's first task was an in-depth investigation of the alternative protein innovation ecosystem. Our team identified the leading business models—and bottlenecks preventing progress—to shape the right strategy and operating model for the institute.

Next, we worked with ecosystem partners to develop a solution roadmap to outline the actions the industry must take to advance the development and adoption of meat alternatives. The framework we created will support GFI and the FSI in harnessing the talent, R&D resources and commercialization capabilities of academic institutions, so they can tackle the biggest challenges in the alternative protein industry and accelerate commercially viable solutions.

The framework laid out a vision for centers of excellence bringing together top researchers at multi-disciplinary facilities and combining a network of

collaboration hubs. These hubs would perform scientific research that spans plant-based, fermentation and cultivated (cell-based) alternatives, and include commercialization incubators to develop and deploy scalable, commercial-ready solutions, launch startups, and publish open-access research.

Finally, we partnered with FSI to construct a vision for the Sustainable Protein Innovation (SPI) Institute. Accenture, FSI, and GFI, are working to fundamentally transform the meat alternatives industry. Through a dedicated research center and collaboration hubs, SPI would be positioned to increase the pace of innovation and solve evolving development and commercialization challenges. We also have the capacity to uncover insights industry can use to transform consumer behavior on a global scale.



A photograph of a grocery store aisle. On the left, a green sign with white text reads "Meat free". The aisle is filled with various meat products on shelves, and the background is slightly blurred, showing more of the store's interior.

Meat free

A valuable difference

Changing the future of the industry

With our assistance, FSI and GFI worked to develop a plan for a multi-faceted ecosystem.

Unique partnerships with leading scientific research organizations would give the SPI Institute, FSI and GFI access to best-in-class scientific talent and broaden its network of funders and commercial partners.

And a powerful narrative, developed by Accenture, would help the SPI Institute, FSI and GFI gain visibility with investors, government agencies and industry to drive greater collaboration.

FSI and GFI aim to rapidly accelerate the development and worldwide adoption of meat alternatives within the decade—not only unlocking tremendous commercial growth, but also enabling the planet to sustainably and equitably feed 10 billion people by 2050.

A valuable difference

"The stakes are high. Beyond a massive contribution to greenhouse gas emissions, industrial animal farming contributes to biodiversity loss and deforestation and raises the risk of pandemics and antibiotic resistance. However, we are confident that very soon, alternative proteins will no longer be alternative."

Bruce Friedrich, Founder & President, The Good Food Institute.



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