

## Press release

Immediate

### Europe's leading conference on alternative proteins to return in April 2020

*New Food Conference* to explore cultured meat and plant-based protein

Europe's leading conference on new protein – including cellular and plant-based meats – will double in size when it returns for its second edition early next year.

The [New Food Conference](#), to be held in Berlin on 23 and 24 April 2020, will focus on the latest developments in **plant-based protein** and cellular-based protein (also known as **clean meat**). With 700 tickets now available, the conference promises to be twice as big as its sold-out debut earlier this year.

The conference, hosted by ProVeg International, brings together scientists, startups, investors, entrepreneurs, and companies working in the new-protein sector. They will be presented with the latest cutting-edge cell-based-meat research, best practices, and know-how from the plant-based sector, as well as plans for industry growth and investment strategies, and insights into retail psychology and consumer acceptance.

“The New Food Conference shines a light on innovations that are set to shake up and change both the protein market and the entire food industry,” said Sebastian Joy, CEO of ProVeg International.

“These technologies can go a long way towards addressing the urgent challenges of the global food system in terms of environmental destruction, climate change, antibiotic resistance, and public health. They may well be the future of protein, so it is crucially important that we open them up to a wider audience and scrutinise them closely.”

This year's conference quickly sold out, with over 300 delegates from 32 countries attending, and was covered by some of the world's leading media, including *Forbes* and *The Telegraph*. The capacity for next year's event has been extended to 700 people, with a new format that will include TED-style talks and 'fireside chats' with experts.

The conference takes place against a backdrop of consistently rapid growth in the plant-based sector. The global plant-based meat market is currently valued at \$12.1 billion and is predicted to grow at an annual growth rate of 15% over the next six years, reaching almost \$28 billion by 2025.

- To apply for a **PRESS PASS**, please email [jimmy.pierson@proveg.com](mailto:jimmy.pierson@proveg.com).
- We are available for **INTERVIEWS** at short notice.
- To **BUY TICKETS**, please see <https://www.new-food-conference.com/>

For more information, or **to arrange an interview**, please contact:

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#### Notes to editors:

#### About ProVeg International

ProVeg is an international food awareness organisation with the mission to reduce global animal

consumption by 50% by the year 2040. We strive for a world where everyone chooses delicious and healthy food that is good for all humans, animals, and the planet.

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