

## **New partnership: New Food Conference at Anuga 2021**

### **Conference will focus on the topic of ‘Cultivated Proteins’**

**The New Food Conference is Europe’s largest conference on alternative proteins, while Anuga is the leading food and beverage trade fair, which always highlights the most important future themes of the industry – making the two events the perfect combination for an international trade audience. The conference, which takes place on 10 and 11 October 2021, will focus on cultured proteins and is inviting decision-makers from the food industry to take a glimpse into the future of protein.**

Our food system is changing: plant-based meat, milk, and cheese alternatives have all experienced unparalleled growth over the past few years and continue to do so – it is estimated that the global market for plant-based products will be 74 billion USD by 2027, with an annual growth rate of 12% (Meticulous Research, Sept. 2020). In the meantime, almost all large food companies and retailers now have their own plant-based products – in Germany alone, in the first quarter of 2020, sales of plant-based products rose by 37% compared to the same period in the previous year (Nielsen, July 2020). The New Food Conference, which focuses on these developments, was staged for the first time in 2019 in order to offer innovative pioneers and international representatives of the food industry an exchange platform and to further accelerate the development of alternative proteins.

### **Cultured proteins: sustainable production of animal products**

Cellular agriculture startups all over the globe have been the focus of attentive investors for some time, and their products look set to be an essential element of our future food sources. Cellular agriculture involves the production of animal products without the many problematic consequences of conventional animal agriculture. “Cultured proteins have huge potential in terms of satisfying the world’s growing hunger for animal products but using far fewer resources,” said **Katleen Haefele**, International Head of Food Services & Events at ProVeg. “We are delighted to have Anuga at our side, with whom we can jointly present innovative and future themes. This collaboration with the leading food trade fair is once again taking alternative proteins to the centre of attention of the food industry.” In addition to cellular agriculture, fermentation processes and the possibility of hybrid products comprising plant-based and cultured elements will be a further theme of the conference. The Cologne event is thus the perfect complement to the Berlin edition of the New Food Conference, which takes place in April, and which will focus on developments in the rapidly expanding market for

plant-based proteins.

### **Food trade fair Anuga: Industry trendsetter Anuga**

“Plant-based foodstuffs are experiencing a true boom – not only as alternatives to meat, but also as an elementary health and fitness component. Here at Anuga, we have also recorded stronger growth in the number of exhibitors in this sector, year after year. We are thus delighted that, together with ProVeg, we are placing an even greater focus on this theme, with the New Food Conference at Anuga 2021. As the world's largest trade fair for food and beverages, which is also an important trend-and-innovation platform, we are primed to showcase important developments with regards to key future themes in the industry,” explained **Stefanie Mauritz**, Director of Anuga.

**Would you like to become part of this pioneering event? Further information, including a summary of the 2019 event and admission tickets, are available at [www.new-food-conference.com](http://www.new-food-conference.com).**

### **The essentials at a glance:**

**What:** New Food Conference Cologne

**When:** 10-11 October 2021

**Where:** Koelnmesse/Congress Centre North, Messeplatz 1, 50679 Cologne

**Organiser:** ProVeg International

**Participation fee:** €449 (reduced price for start-ups €199)

**Applications and information:** [www.new-food-conference.com/cologne](http://www.new-food-conference.com/cologne)

### **About ProVeg**

ProVeg is an international food awareness organisation working to transform the global food system by replacing conventional animal-based products with plant-based and cultured alternatives.

### **About Anuga**

Anuga is the world's largest trade fair for food and beverages. In 2019, Anuga celebrated its centenary. With 10 trade shows under one roof, 11 food trends and focus themes, many events and congresses, as well as the largest number of exhibitors, the trade fair provides a global market overview of the industry.