Innovative, sustainable food

OUR VISION

The Modern Agriculture Foundation (MAF) envisions a food system in which healthy, sustainable and affordable food is produced without harming animals or the environment.

OUR MISSION

MAF is an Israeli non-profit organization set out to transform global food culture by replacing traditional animal-based foods with clean meat, cellular agriculture and plant-based alternatives.
MAJOR PROGRAM ACTIVITIES

- Detailed Mapping of Israel’s Alternative Protein Landscape.
- Planning and Promoting the Creation of the World’s First Dedicated Industrial Scale AP Products Manufacturing Site.
- Creating a New Alternative Protein Start-Up.
- Reduction of cultured meat media ingredients costs.

MAF’S STRATEGIC GOALS BY 2021

Promote and establish a multidisciplinary field in Israel, joining pharma, biotech, food and chemical industries.

Obtain Israeli governmental recognition and substantial financial support for the alternative protein space.

Develop and bring forward unique technologies that will serve as an alternative to the current methods of meat analogues production.
ACHIEVEMENTS

2014  MAF established: raised awareness in Israel to Clean Meat. Significant social media presence - 28,000 followers on FB.


2016  Crowd funding campaign for SuperMeat - raising over USD 230,000.

2017  Organized 1st Cultured Meat conference in Israel.

Outstanding Award for Innovation and Sustainability, Israeli Forum for Sustainable Nutrition.

2018  Dedicated Alternative Protein lectures.

2019  Switzerland's first non-profit dedicated to promotion of alternative proteins.

MANAGEMENT

Ronny Reinberg, Executive Director, has over 15 years of experience in the pharmaceutical industry, including serving as VP of Technology Affairs in an international biopharma company.

Ronny@modern-agriculture.org
+972-52-626-2987

Neta Rosenthal, Project Manager, brings many years of experience in animal protection charities, previously as the Director of Challenge 22.

Neta@modern-agriculture.org
+972-54-590-1875

MODERN AGRICULTURE FOUNDATION
Changing Food for Good

www.modern-agriculture.org