

# MODERN AGRICULTURE FOUNDATION

## STRATEGIC OUTLOOK 2020-2021



### Innovative, sustainable food



### OUR VISION

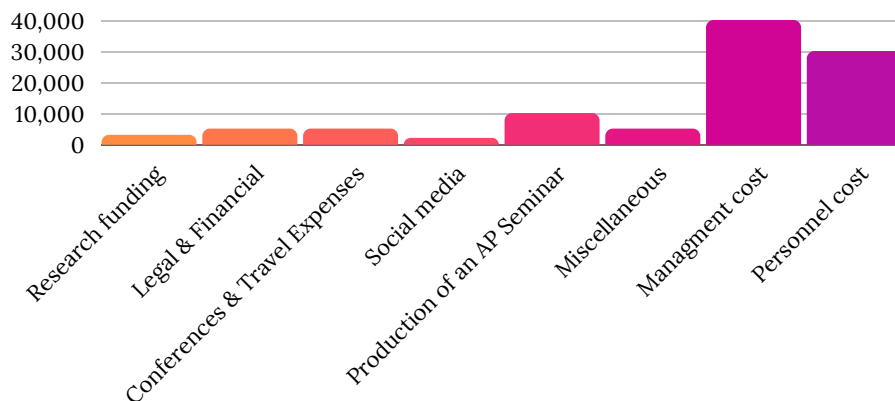
The Modern Agriculture Foundation (MAF) envisions a food system in which healthy, sustainable and affordable food is produced without harming animals or the environment.

### 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.



## BUDGET PLAN 2020 (USD)



## MAJOR PROGRAM ACTIVITIES

- Alternative Proteins IL 2020 Technology Seminar.
- 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.
- 2015** Initiated and funded clean chicken feasibility study. Provided scientific framework for SuperMeat.
- 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.

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

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**MODERN AGRICULTURE FOUNDATION**  
**Changing Food for Good**

[www.modern-agriculture.org](http://www.modern-agriculture.org)