

SYMPOSIUM

The Evolution of Food: Towards Animal-Free and Sustainable Technology

25 April 2022 • 11:00 - 21:30 CEST
Museum of Natural Sciences, Brussels



**EUROGROUP
FOR ANIMALS**

11:00 Registration and Lunch

12:30 Welcome

Michael Vandebosch, President GAIA

Reineke Hameleers, CEO Eurogroup for Animals

12:45 Keynote

Dr. Jane Goodall

13:10 Introduction to cultivated meat and state of the technology

Robert E. Jones, Head of Public Affairs at Mosa Meat and President of Cellular Agriculture Europe

13:35 What are the environmental and social benefit/challenges?

Pelle Sinke & Ingrid Odegard (CE Delft)

Prof. Carla Forte Maiolino Molento (University of Paraná)

14:20 Plant-based meats in China: A cross-sectional study of attitudes, behaviours, and personas

Jah Yingh Chung, Social and market researcher

14:35 Coffee break

14:55 Precision fermentation is the third pillar of alternative protein, next to cultured meat and plant-based meat replacers

Elsa Lauwers, CSO Paleo

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15:20 CellAg is farming Cells
**Ira van Eelen, Co-founder and CEO Kind Earth. Tech, CellBased Foodtech
Board member, Founder of ToothCamp, NextNatureNetwork Fellow**

15:40 What do consumers want?
Chris Bryant, PhD. Director, Bryant Research Ltd.

15:55 Panel discussion: What do our customers want?
**Chris Bryant, PhD. Director, Bryant Research Ltd.
Elsa Lauwers, CSO Paleo
Hélène Miller, Vice-President, Cellular Agriculture Europe
Aoste and Colruyt**

16:35 How do we sell it?
Gwenn Nevelsteen, CEO and Founder Untitled Workers Club

16:50 Conclusions
Philip Lymbery, CEO Compassion in World Farming

17:00 Coffee break

17:30 Museum visit (guided tour)

18:30 Walking dinner