

Spotlight on the Good Food Institute

Q: What is the mission of the Good Food Institute (GFI)? How does it contribute to our understanding of cereal and grain science in the context of the global food system (GFS)?

A: The Good Food Institute (GFI) is a philanthropically powered international nonprofit focused on creating a healthy, just, and sustainable food system through alternative proteins—plant-based and cultivated alternatives to meat, eggs, and dairy. Based in the United States, with affiliates in Europe, Asia-Pacific, India, Brazil, and Israel, GFI employs more than 100 scientists, policy and regulatory experts, lobbyists, industry advocates, and researchers. Our team is dedicated to working with the entire food industry value chain, from investors and scientists to agriprocessors, manufacturers, food service operators, and retailers.

One of GFI's major initiatives is supporting open-access scientific research in a variety of areas, including the use of cereal crops as inputs for alternative protein products.

Q: What is the focus of GFI's work? In what ways does it bring innovation to cereal and grain science? How can it shed light on the challenges and opportunities in the GFS?

A: With unique insights across the scientific, policy, industry, and investment landscapes, GFI uses the power of food innovation and markets to accelerate the alternative protein industry. In food technology, the two big questions are:

- 1) How do we safely feed nearly 10 billion people by 2050?
- 2) What do we do about climate change?

Alternative proteins can help address both of those questions. By creating new markets and novel uses for cereal grains, the alternative proteins industry is driving innovation in cereal grain breeding, postharvest processing, and cereal-based food and beverage formulation and manufacturing.

Q: What are the core capabilities of GFI? How many and what types of scientists does the organization employ?

A: Every day, GFI advances the markets for alternative proteins, specifically plant-based and cultivated meat, egg, and dairy products. We accomplish this through our three programmatic areas.

Our Corporate Engagement (CE) Team builds collaborative relationships with the largest chain restaurants, grocery stores, and food service operators to maximize the availability, quality, quantity, and promotion of plant-based meat, egg, and dairy products. Along with our other teams, the CE team works with foundations, corporations, investors, startups, and governments to encourage more investment and innovation in plant-based and cultivated proteins.

GFI's Science and Technology Team serves as leading experts on the cutting-edge science of alternative meat, egg, and dairy technologies. The team analyzes the state of the industry, identifies top research opportunities, engages scientists and engineers from academia and industry, and mobilizes public and private funding to accelerate the industry. The

team also brings people together to form new companies and connect these new companies with expertise and funding.

Our Policy Team works to secure R&D funding for alternative proteins from state and national governments. The team also works closely with legislators and regulators to ensure a clear and efficient path to market for cultivated meats. Finally, the team focuses on ensuring that plant-based meat and dairy products can compete on a level playing field.

We do all of the above not only in the United States, but also through our affiliates in Asia-Pacific, Brazil, Europe, India, Israel, and a growing number of other countries and regions around the world.

GFI currently employs approximately 15 scientists with backgrounds as diverse as chemical engineering, plant science, food science, public health, and tissue engineering.

Q: When was GFI founded, and who were the key leaders who helped create the organization? What are some key milestones in GFI's growth?

A: GFI was founded in 2016 by Executive Director Bruce Friedrich. GFI has since grown to include more than 100 team members in six regions: the United States, Europe, Brazil, Asia-Pacific, India, and Israel. GFI attracted more than 500 alternative protein industry stakeholders to its inaugural [Good Food Conference](#) in 2018 and hosted more than 900 attendees at our second conference in 2019.

In 2018, GFI established a [competitive research grant program](#) to support open-access alternative protein research. To date, this program has awarded approximately US\$7 million to 35 research projects around the world, including several initiatives that seek to characterize and optimize the use of cereal grains for plant-based meats. GFI publishes a variety of content on the science, policy, consumer perception, and economics of alternative proteins via our [website](#), our blog, social media, and e-mail newsletters.

Q: In what ways has GFI collaborated with the Cereals & Grains Association? How does the association enable the organization's work, and how does GFI support the association?

A: While we have partnered one-on-one with many members of the association to provide technical guidance, research support, market research and resources, and introductions to alternative protein stakeholders, our collaboration with the Cereals & Grains Association is new. We hope this introduction will enable us to identify additional ways we can support the association in research, education, and advocacy!

Q: How is GFI engaged in partnerships with government, industry, and academia to enable innovation? Has GFI explored other innovation partnerships or collaborations?

A: GFI is currently working with individual researchers and some research consortia to help support R&D funding and priorities that are relevant to alternative proteins. Additionally, GFI advocates for federal and state funding for alternative protein research. Although our official public-private partnership and consortia experience to date is limited, GFI is interested in exploring ways to expand our work in this area to help advance needed research!