

PLANT-BASED MEAT MANUFACTURERS				
Company Name	Brand Name(s)	Sales Channels	Plant-Based Meat Product Categories	Company Location
All G Foods	Love BUDS	Foodservice AU, Major Retail AU (Woolworths), Independents AU	Burgers Snacking/Party Food Nuggets	NSW
Baiada	Greens and Goodness	Major Retail AU (Woolworths & Coles) Independents Retail AU	Burgers Schnitzel (Crumbed - Chicken-style) Tenders (Crumbed - Chicken-style)	NSW
Cale & Daughters	Get Plant'd PlantAsia Made with Plants	Major Retail AU (Woolworths)	Bacon Chunks/ Strips (Chicken-style, Beef-style) Mince Ready Meals Roast (Chicken-style, Duck-style, Pork-style)	NSW
Coco & Lucas	Coco & Lucas Earth	Major Retail AU (Woolworths)	Fillet (Crumbed - Fish-style) Mince Ready Meals Sausages Schnitzel (Crumbed - Chicken-style) Snacking (Money bags, Spring Rolls, Curry puffs)	NSW
Big Owl Foods	Byron Bay Burger Co.	Independents AU	Burgers	NSW
Deliciou	Deliciou	Major Retail AU (Woolworths & Coles) & Independents Retail	Mince (dry-format) (Beef-style, Chicken-style & Pork-style)	VIC
Fable Food Co	Fable	Major Retail AU (Woolworths & Coles); Independents Retail; Foodservice (incl meal kits) AU	Burgers Chunks (Beef-style) Ready Meals	QLD
Fenn Foods	vEEF	Major Retail AU (Woolworths & Coles); Independents Retail; Foodservice (incl meal kits) AU	Bacon Burgers (Beef-style & Chicken-style) Meatballs Mince Chunks (Beef-style, Pork-style, Lamb-style)	QLD

Flexitarian Foods	Plantein	Major Retail AU (Woolworths); Independents Retail; Foodservice AU	Burgers Chunks/Strips (Chicken-style) Kievs, Nuggets, Schnitzel (Crumbed - Chicken-style) Meatballs Sausages	VIC
Forbidden Foods	Sensory Mill	Independents Retail; Online	Burgers (Beef-style, Chicken-style, Pork-style) (Ambient format)	NSW
Life Health Foods	Alternative Meat Co. Vegie Delights Bean Supreme	Major Retail AU (Woolworths & Coles) & NZ (Foodstuffs); Independents Retail; Foodservice	Bacon Burgers (Beef-style & Chicken-style) Chunks/Strips (Chicken-style) Deli-slices (Chicken-style & Pepperoni-style) Meatballs Mince Sausages	NSW, NZ
Off-Piste	Off-Piste	Major Retail NZ (Foodstuffs and convenience stores)	Snacking (Jerky/ Bilton/ Crackling) Bits (Pork-style & Beef-style)	NZ
ProForm Foods	MEET	Major Retail AU (Coles); Independents Retail; Foodservice AU	Burgers Chunks/Strips (Beef-style & Chicken-style) Meatballs	NSW
Rogue Foods	Herb and Sons Rogue Foods (White label - B2B)	Major Retail AU (Coles); Foodservice AU, B2B	Burgers Mince Meatballs Sausages Pizza Toppings	VIC
Simplot Australia	100% Not Birds Eye	Foodservice (incl meat kits) AU Major Retail AU	Burgers Chunks/Strips (Chicken-style & Beef-style) Meatballs Mince Schnitzels (Crumbed - Chicken-Style) Tenders (Uncrumbed - Chicken-style)	VIC
Slape & Sons	Plant Nation	Independents Retail AU	Burgers Sausages	SA

Soulfresh	Eaty	Major Retail AU (Coles); Independents Retail AU	Burgers Sausages Chunks/Strips (Pulled Pork-style)	VIC
Sunfed Meats	Sunfed	Major Retail AU (Coles & Woolworths) Major Retail NZ (Foodstuffs & Woolworths Countdown)	Bacon Chunks/Strips (Chicken-style)	NZ
Sustainable Foods	plan*t (formerly The Craft Meat Co.)	Major Retail NZ (Foodstuffs & Woolworths Countdown); Foodservice NZ	Chunks/ Strips (Chicken-style) Meatballs Mince Burgers Ready Meals Sausages Schnitzel (Crumbed - Chicken-style) Snacking/Party Food	NZ
Suzy Spoon Vegetarian Butcher	Suzy Spoon Vegetarian Butcher	Independents Retail AU	Bacon Burgers Schnitzel (Crumbed - Chicken-style) Deli-slices (Pepperoni) Ready Meals Sausages	NSW
Unreal Co.	Unreal Co.	Major Retail AU (Woolworths)	Burgers (Beef-style & Chicken-style) Mince Sausages Schnitzel (Crumbed - Chicken-style)	VIC
v2food	v2food	Major Retail AU (Woolworths & Coles) Independents Retail AU Foodservice AU & NZ	Burgers Mince Sausages Ready Meals	NSW
Why Meat Company	Why Meat	Major Retail AU (Woolworths)	Snacking (Sausage rolls/ Pies)	VIC

What are plant-based meats?

Plant-based meats are an increasingly popular category of meat alternatives for those seeking convenient and familiar formats for their centre-of-plate protein. Plant-based meats are made from combinations of plant proteins, oils, spices, seasonings and other plant derivatives, including starches and common food additives. Generally, these products use plant proteins (most often in the form of protein isolates, concentrates and flours) or mycoprotein (protein derived from fungi) as a base to achieve a more meat-like appearance and texture than traditional meat alternatives based on whole grains, legumes, nuts or vegetables – though some products do contain these.

Broadly, there are two groupings of plant-based meats:

- **Legacy products** helped establish the category in the 1980s and are primarily marketed to people who follow a meat-free lifestyle, often appearing in a dedicated vegetarian/vegan section of the grocery store.
- **New generation products** began to appear in Western markets from 2015 and aim to achieve a hyper-realistic sensory experience akin to conventional meat – from preparation to appearance, texture and flavour. As such, they are typically marketed to flexitarians and meat-reducers who are seeking familiar taste and functionality.

CULTIVATED MEAT AND PRECISION FERMENTATION COMPANIES

Company Name	Products in development <i>(Not yet in commercial market)</i>	Focus/USP	Company Location
All G Foods	Animal free dairy	Using precision fermentation to produce high quality animal proteins without the cow. These proteins will be used to produce dairy products that call for high quality whey and caseins.	NSW
Change Foods	Animal free dairy (cheese)	Using bio-engineering and acellular microbial fermentation to create animal free dairy products that are lactose and hormone-free	VIC (HQ: San Francisco, US)
Daisy Lab	Animal free dairy	Using precision fermentation to make dairy proteins	NZ
Eden Brew	Animal free dairy	Using precision fermentation to make nature-identical casein and whey proteins. Focused on the art of making the casein micelle, which is critical to many of the important properties of dairy milk. Ice cream product expected on shelves late 2023.	NSW
Heuros	Animal free technology and inputs for growing meat muscle cells	Developing growth factors, medium and other technology for growing mammal and bird muscle cells for cultivated meat production, with technology that does not use animal products such as serum, genetic engineering, recombinant growth factors, pluripotent stem cells, steroids or antibiotics	QLD
Magic Valley	Cultivated meat (farmed animals)	Creating cell-based meat from traditionally farmed animals, with an initial focus on lamb	VIC
ME& FoodTech	Infant nutrition from human breast milk	Producing human breast milk including the nutritional value and its immunological and developmental benefits to deliver a complete infant milk formulation	VIC
Miruku	Animal free dairy	Using molecular farming to make dairy proteins.	NZ
Nourish Ingredients	Animal free fats and oils produced by fermentation	Building tailored animal-free fats that are healthier, more sustainable and taste different to plant fats like coconut and palm, to provide the same experience and mouthfeel as animal fats	QLD
Vow	Cultivated meat (from farmed and undomesticated animals)	Creating a library of animal cells from domesticated and undomesticated animals; Vow proposes that the most delicious meats may lie outside the traditionally domesticated animals and instead are creating “a new category of food that is not just replicating existing meat options today but also offering a new culinary experience”	NSW

What is cultivated meat and precision fermentation?

As the science that enables us to create meat, seafood, dairy, eggs and more from animal cells, these two technologies offer a new vision to transform industrial agriculture by providing new ways to create the animal products consumed worldwide for thousands of years. With the same taste and functionality of conventional animal products, food produced by cell-cultivation and precision fermentation can deliver the nutritious and convenient protein sources that consumers demand, within planetary boundaries and with fewer impacts to public health.

Cultivated Meat

Cultivated meat, also known as ‘cell-based meat’ or ‘cultured meat’, is meat, but grown directly from cells by mimicking the biological process of growth that occurs within an animal. Cultivated meat and other cultivated products like seafood, enable us to create foods directly from animal cells. A small, almond-size sample of cells from an animal is placed in a controlled environment called a cultivator or a bioreactor. Those cells are then fed nutrients such as proteins, carbohydrates, and fats, allowing the cells to replicate and multiply. Genetic modification isn’t always required. At scale, cultivating meat looks less like a laboratory and more like a beer brewery, with meat grown in large steel cultivator tanks.

Precision Fermentation Products

Precision fermentation has been used for decades to make products such as rennet for cheese, insulin for diabetics and vitamins such as B12 for nutritional supplements and fortified processed foods. More recently, enterprising food companies around the globe are using precision fermentation to produce animal foods without the animals. To do this, the genetic code for an animal fat or protein is introduced into a microorganism, which is then fermented in a similar process to brewing beer, to efficiently replicate and grow the fats or proteins at scale. The end product, typically a dairy protein, or an animal fat, is the same as conventional animal foods at a cellular level. However, companies making these ingredients commonly use the term ‘animal-free’ since they can be produced without the ongoing requirement for animals.

PLANT BASED PROTEIN INGREDIENT COMPANIES				
Company Name	Products	Sales Channels	Plant-Based Meat Product Categories	Company Location
Australian Plant Proteins	Protein isolate from faba beans	B2B Coles	Ingredients Packaged goods in retail (White label)	VIC
Berger Ingredients	Flavourings	B2B	Ingredients	NSW
Green Boy Group	Ingredients	B2B	Ingredients	NSW

Wish to connect with a company listed above?

Please send your details and request to our Head of Industry Engagement Susie O'Neill at susie@foodfrontier.org

Not represented?

This directory represents a comprehensive list of Australian and New Zealand plant-based meat, cellular agriculture (cultivated meat and precision fermentation) and plant based protein ingredients companies operating in the alternative proteins space, to the best of Food Frontier's knowledge. If you represent an Australian or New Zealand company not recognised here, please get in touch with us. We'd love to hear from you and to share more about how we support companies in the alternative proteins sector.

Who is Food Frontier?

Food Frontier is the independent think tank on alternative proteins in Australia and New Zealand. We're committed to growing our region's protein supply with new, sustainable and nutritious options that create value for farmers, businesses and consumers. We help businesses, policymakers and innovators across our region to understand the emergence of plant-based meat, precision fermentation and cultivated meat, and unlock the economic, environmental, and public health benefits they offer. Our work is funded by grants and donations.

www.foodfrontier.org