



Why donate?

Join us in tackling climate, health and humanitarian crises through food systems change.

Alternative proteins are needed urgently.

Alternative proteins are essential to overcoming some of the greatest ecological, health and humanitarian challenges, here and around the globe. The world's population is tipped to reach 10 billion by 2050 – protein production will need to increase by 70%.

The evidence tells us that addressing the climate crisis, antibiotic-resistance disease, biodiversity collapse and future food insecurity simply isn't possible without transforming protein supply. Plant-based and cellular proteins are essential to create a safe and sustainable food future. We need your help to urgently scale these solutions – for future generations and our planet.



Our purpose is clear.

Our vision is for a diverse protein supply that more safely and sustainably feeds our region.

Informed by the overwhelming evidence, Food Frontier works to diversify diets with protein alternatives made from plants, cell-cultivation and fermentation – growing protein choices for consumers while addressing major threats to our ecology, economy and health.

By 2030, if Australians and New Zealanders choose alt proteins for 1 in 10 meals (up from 1 in 100 in 2022),

we can sustainably meet our national protein demands. Our producers and manufacturers would build exports to 50,000 tonnes of new product particularly into Asia, which is home to more than half the world's population and the highest predicted protein demand increase globally. Food Frontier's leadership in driving catalytic and collective impact is essential to achieving this goal.

Theory of change.



How we're changing the world.

Food Frontier is the independent think tank on alternative proteins in Australia and New Zealand. We are committed to growing our region's protein supply with new, sustainable and nutritious options that create value for businesses, farmers and consumers.

Since 2017, Food Frontier's research, events and engagements have helped leaders understand the emergence and unlock the benefits of plant-based meat, precision fermentation and cultivated meat. Funded by grants and donations, our work is driven by a board of directors, a dedicated staff and an advisory council of specialists.

Key industry developments.



The number of alternative protein businesses in Australia and New Zealand **has grown 10x from 4 to 40** since 2017.



Now **300+ plant-based meat products** are available to consumers across Australia.



Our work has been instrumental in informing critical government and commercial investments, including a recent business case that attracted **\$61m in state government support**.

Since 2017 we have achieved:

64M
Media impressions

300+
Introductions

16K+
Report downloads

21K+
Audience members

900+
Stakeholder engagements



Food Frontier's trusted research data and insights assisted us in building our business case to successfully secure state government funding for our plant processing facilities in South Australia—one of the largest for public/private investment in this sector.

Phil McFarlane
Co-Founder & Director,
Australian Plant Proteins



The people making it possible.

Our work is driven by a highly experienced board, a talented team and an expert advisory council of specialists.



Our board



Thomas King
Founder and Chair, Young Australian of the Year Vic, Myer Innovation Fellow



Dr Anne Astin AM PSM
Chair and Board Director in Australia and New Zealand food innovation and agriculture



David Bucca
Founder and CEO, Change Foods



Kat Dunn
Humanitarian Capitalist, For-Purpose Board Director, TEDx Speaker, Impact Web3



Allison Gibson
Investor and Philanthropist



Terence Jeyaretnam
APAC Leader and Partner, Climate Change/ Sustainability and Reconciliation Leader, EY



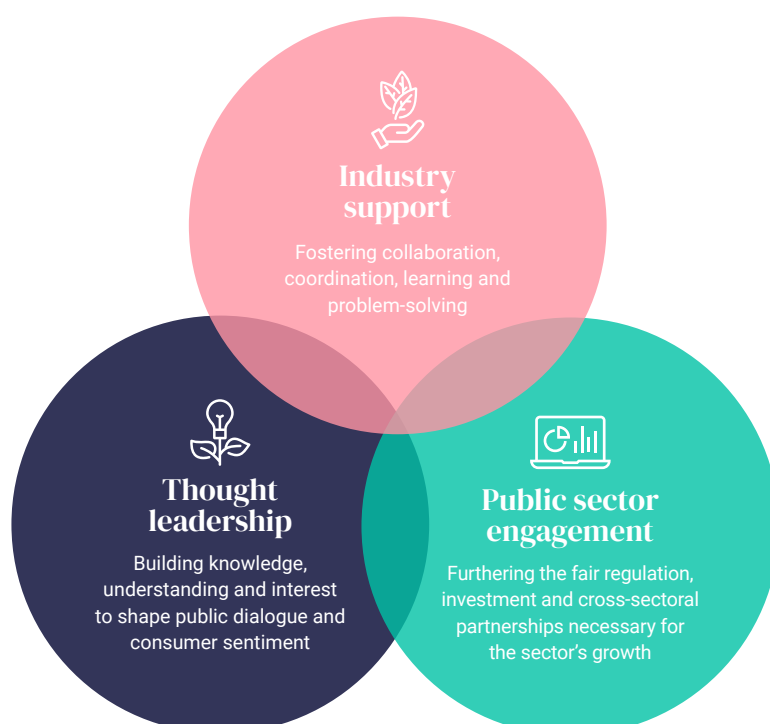
Our team and our three focus areas

Our talented team includes food, agriculture, research, public health and policy professionals who are passionate about driving positive systems change.

Meet our team



Meet our advisory council



Your support is needed, and will go far.

Significant progress has been made since 2017 – yet our organisation and the field face more challenges than ever before.

Despite strong growth in recent years, alternative proteins still only make up 1.5% of total category sales in our region – far from the critical 2030 target of 10%, which cannot be achieved without greater resourcing.

Your support would equip our small and ambitious team with the resources necessary to deliver on our 2025 Strategic Roadmap objectives. These include filling critical data gaps, accelerating efforts to influence Asian markets, helping secure greater government support, telling farmers' stories, and supporting consumer diet change.

By accelerating food system change, we can leave future generations with a world that has less disease, improved food security, a more stable climate, and more wild places.

Why support strategic systems change?

Systems change is essential to overcoming the crises of our time. It means shifting the mindsets and behaviours of political and commercial decision-makers and the public. Organisations effectively driving catalytic and collective impact within systems in need of reform are some of the most impactful.

Just as not-for-profits have played a crucial role in enabling a faster shift to greener, cleaner energy, Food Frontier is accelerating the growth of sustainable, safer and satisfying protein options within the food sector.

We do this through thought leadership, facilitating conversations and connections, and equipping businesses and policymakers with the missing information and insights to drive critical investment.

Without our work, the alternative proteins ecosystem in our region would not be what it is today, but the field is still far from established and major challenges lie ahead.



Had it not been for a conversation with Food Frontier, I'd likely still be in fintech – but Food Frontier inspired me to start All G. We've built an amazing team and are well on our way with our Series A raise – already securing \$25m in investment with more announcements to come. Together we are designing a sustainable food future, by creating alternative proteins in dairy and meat categories.



Jan Pacas
Founder & CEO, All G Foods

all g foods.
limitlessly good

Why support Food Frontier?



Impact

From biodiversity loss and climate change to public health threats and future food insecurity, Food Frontier's work addresses multiple major crises at once, while generating new opportunities for our entrepreneurs, exporters and farming communities.



Effectiveness

We invest our limited resources wisely and strategically to maximise our influence among businesses, policymakers and consumers. This is why Food Frontier's reach and impact far exceeds most organisations our size.



Neglect

Unlike other areas such as education reform, medical research or energy transition, efforts to transform our food system — especially protein supply — are severely underfunded, despite their potential to bring about immense benefits for people and our planet. Food Frontier is the only DGR not-for-profit in our region accelerating alternative protein solutions.



Competency

Our highly qualified and committed team, board, advisors and partners are well-placed to grow the organisation's impact in the years to come. Our track record of success is proof that we have what it takes to meaningfully shift the dial, accelerating critical change where it's most needed.

How can I help?

Our work is powered by donations and grants from generous, vision-aligned supporters, including a range of foundations, philanthropists, and members of the public. We also receive some government support for event sponsorship and commissioned research.

As a not-for-profit organisation and endorsed Deductible Gift Recipient, all donations made to Food Frontier are tax-deductible. Every cent we receive is invested in driving Food Frontier's high-impact programs, with comprehensive oversight by our board of directors.

Whether through a tax-deductible donation, workplace giving, making a bequest or becoming a corporate partner your support makes our work possible.

Find out more



We've supported Food Frontier from its early days and continue to be impressed by the team's disciplined, sophisticated and highly strategic approach, which has achieved exponential influence for an organisation of their size. We could not be prouder to continue our support of their work to accelerate essential progress towards making our food systems safer, and more sustainable.



Nick Chadwick
Head of Australian Ethical Foundation

Australian
Ethical
Foundation



To discuss our high-impact, mission-critical work, contact founder **Thomas King**
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