

PLANT-BASED MEAT MANUFACTURERS

| Company Name | Brand Name(s) | Sales Channels | Plant-Based Meat Product Categories | Company Location |
|------------------|-------------------------------|---|--|------------------|
| Allig Foods | BUD | Foodservice AU | Burger | NSW |
| Cale & Daughters | 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) Whole cuts | NSW |
| Coco & Lucas | Coco & Lucas | Major Retail AU (Woolworths) | Fillet (Crumbed - Fish-style) | NSW |
| Big Owl Foods | Byron Bay Burger Co. | Independents AU | Burger | NSW |
| Deliciou | Deliciou | Major Retail AU (Woolworths & Coles) & Independents Retail | Mince (dry-format) (Beef-style, Chicken-style & Pork style) | VIC |
| Eighth Day Foods | Lupreme | Not yet available for commercial sale | Innovation in fermentation of Lupins | NSW |
| Fable Food Co | Fable | Major Retail AU (Woolworths & Coles); Independents Retail; Foodservice (incl Grill'd, meal kits) AU | Burgers Chunks (Beef-style) Ready Meals | QLD |
| Fenn Foods | vEEF | Major Retail AU (Woolworths); Independents Retail; Foodservice (incl meal kits) AU | Bacon Burgers (Beef-style & Chicken-style) Meatballs Mince | QLD |

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| 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 |
| Life Health Foods | Alternative Meat Co. Veggie 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 |
| ProForm Foods | MEET | Major Retail AU (Coles); Independents Retail; Foodservice AU | Burgers Chunks/Strips (Beef-style & Chicken-style) Meatballs | NSW |
| Rogue Foods | Herb and Son's Rogue Foods | Major Retail AU (Coles); Foodservice AU | 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 |

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| 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 |

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| v2food | v2food Hungry Jack's Rebel Whopper | Major Retail AU (Woolworths & Coles) Independents Retail AU Foodservice AU & NZ (Hungry Jack's) | Burgers Mince Sausages Ready Meals | NSW |
| Why Meat Company | Why Meat | Major Retail AU (Woolworths) | Sausage Rolls | VIC |

Wish to connect with a company listed above?

Please send your details and request to our Head of Industry Engagement, Karen Job, and she'll be happy to help: karen@foodfrontier.org

Not represented? This directory represents a comprehensive list of Australian and New Zealand plant-based meat companies, to the best of Food Frontier's knowledge. If you represent an Australian or New Zealand plant-based meat company not recognised here, please get in touch with Karen. 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

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.

| CELLULAR AGRICULTURE COMPANIES | | | |
|--------------------------------|---|---|-------------------------------|
| Company Name | Products in development (Not yet in commerical market) | Focus/USP | Company Location |
| Cass Materials | Cell culture scaffolds | Working to produce an affordable, edible, high fibre cell culture scaffold to grow | WA |
| Change Foods | Fermented acellular 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, U.S.) |
| Heuros | GM-free, animal product-free | Developing growth factors, medium and other technology for growing mammal and bird | QLD |
| ME& FoodTech | Infant nutrition from human | Producing human breast milk including the nutritional value and its immunological and | VIC |
| Magic Valley | Cultivated meat (farmed animals) | Creating cell-based meat from traditionally farmed animals, with an initial focus on lamb | VIC |
| 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 |

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What is cellular agriculture?

As the science that enables us to create meat, seafood, dairy, eggs and more from animal cells, cellular agriculture offers 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 cellular agriculture can deliver the nutritious, convenient and culturally relevant protein sources that consumers demand, within planetary boundaries and with fewer impacts to public health.