

# Theory of Change

With the world's population predicted to grow to 10 billion by 2050, demand for protein continues to rise. Economic, health and environmental authorities worldwide have stressed the need for a more diverse protein supply to feed growing populations safely and sustainably.

Informed by overwhelming evidence, Food Frontier works to diversify diets with nutritious, sustainable and satisfying protein alternatives – made from plants, cell-cultivation and precision fermentation – to grow and diversify protein choices for consumers and to collaboratively address major threats to our ecology, economy, and health.

Together we are more impactful. Here's how we do it.

Food Frontier's leadership, driving catalytic collective impact, is essential to realising a significant uptake in more consumers choosing alternative proteins, more often, and to exponentially increasing the industry's export volumes. With emerging proteins, we can leave future generations with a world that has less disease, improved food security, a more stable climate, and more wild places.

To join our high-impact, mission-critical work, contact CEO Jane Sydenham-Clarke at [jane@foodfrontier.org](mailto:jane@foodfrontier.org)

