

# Vision for the Future

## Summit Lab: Positive Plant Based Nutrition

Innovative focus areas/challenges which need our attention to accelerate the transformation of the global food system. Significant potential impact to be considered.

### Sum up from the Summit Lab

- Technical innovation
  - Taste/price - importance for consumer uptake (cannot compromise on this)
  - Maintain nutritional and sustainability credentials of plant-based meat
- Clear communication for consumers
  - Simple, clear messaging
  - “Healthy, moderate, indulgence” - the role of different foods for different consumers
- Food environments and accessibility
  - Make the sustainable/healthy option the default

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The LAB's recommendation: focus areas/solutions + capacity needed

### What do we need in order to move ahead from now and until 2025?

- Improved technical development of better products that can compete on taste, price, and improved nutrition (fortification of key micronutrients, salt reduction) – importance of open innovation to ensure this
- Better communicate to consumers the importance of the plant-based transition (clear messaging on nutrition, sustainability)
  - Focus on what actually works, messengers must be those who are trusted by consumers
  - Stick to the science on what is actually known about plant-based products nutritionally
- Better food environments making plant-based the default (reducing cost compared with animal counterpart, consumer nudging, placement in supermarkets, nomenclature)

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Who will be the most significant contributors (necessary for the acceleration) to be successful? Suggest type of actor.

### Who should be involved to boost the collaboration process

- Universities
- Plant-based producers
- Retailers
- Government bodies
- Trusted other bodies (eg NGOs, civil society groups, doctors and physicians)