

## Making food healthier and more attractive for everyone

Future Foods



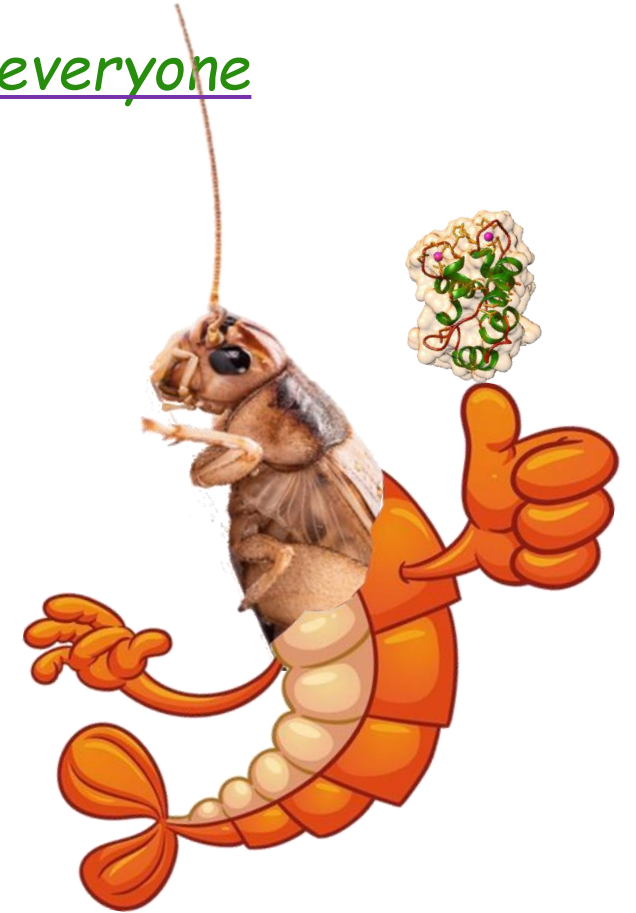
Novel Risks?



Increased Concern!



Conventional vs Cultivated



→ The Allergy Minefield

>500 million suffering consumers



No conflicts of interest  
in relation to this  
presentation.

