



FOOD SYSTEM TRANSFORMATION: PROTEIN

THE BIG THEMES

“Without a shared framework, businesses risk inconsistent messaging, consumer confusion, and missed opportunities for real impact. We need to align as a food industry on what 'better' means.”



1

Redefining “Better” Protein: Sustainability, Nutrition and Environmental Impact

“Better” meat lacks a clear definition, making sustainability efforts inconsistent. It should consider biodiversity, regenerative farming and methane reduction, with high-welfare, pasture-based systems offering nutritionally superior, lower-impact meat. Nutrient-dense meat may reduce overall consumption needs, but market differentiation is lacking as sustainable meat often blends into conventional supply chains. Standardised industry metrics and transparency are needed. Some countries use tax incentives for sustainable farming, offering a model for rewarding better production. Diversifying proteins through hybrid, plant-based and sustainable feed alternatives is critical.

3

Policy, Innovation and Industry Collaboration for Systemic Change

Stronger policy interventions are needed to regulate supply chains, reduce deforestation-linked food production and support sustainable proteins. Financial incentives, such as tax breaks for regenerative farming and methane reduction, could drive change. Greater investment in innovation - from alternative proteins to domestic plant-based supply chains - is essential. The UK already has infrastructure for food innovation, and businesses should leverage this to create tastier, more accessible and nutritionally balanced alternatives. Sustainability must be integrated into mainstream products, not treated as a niche category.

FURTHER EXPLORATION

UK Cultivated Meat Regulatory Sandbox – A UK government initiative supporting cultivated meat innovation by streamlining regulatory approvals and industry collaboration.

Danish Plant-Based Action Plan – A €168 million investment to boost plant-based food production, support farmers and drive sustainable dietary shifts.

Denmark's Meat Tax Proposal – A proposed tax on meat, with exemptions for farmers adopting regenerative and low-emission practices.

Dutch Retailers' Meat-to-Plant Ratio Targets – Supermarkets including Ahold Delhaize, Aldi Nord, and Lidl in the Netherlands are setting clear goals to increase plant-based sales and shift consumer habits.

Net Zero Livestock Practices (Silvopasture in Colombia) – A Colombian farm using silvopasture techniques to achieve net-zero emissions in beef and dairy production.

2 Consumer Behaviour, Retail Influence and Market Shifts

Retailers and manufacturers play a key role in shifting consumer demand toward sustainable proteins. Setting clear plant-to-animal protein targets ensures alternatives are widely available. Price parity between plant-based and conventional meat speeds adoption. However, consumer perception and misinformation remain barriers, with concerns about ultra-processed foods and nutrition requiring better education and transparency. Sustainable choices should be framed around taste, affordability and convenience rather than just environmental benefits to drive real behaviour change.

“The Danish plant-based action plan offers a great blueprint that I hope the UK government will adopt. Positive signals from Steve Reed on supporting farmer transitions are encouraging. Strong policy from both the EU and UK is essential to drive the shift towards sustainable, healthy diets.”



Case Study - Dr. Annie Rayner, Planton Farm

Planton Farm's DEFRA-funded project on pasture-raised dual-purpose chickens is in its early stages, and Annie is actively exploring the welfare, carbon and biodiversity benefits of integrating poultry into regenerative farming systems. The team is seeking additional partners to support this initiative. If you are interested in getting involved, please reach out to learn more and contribute to this groundbreaking work: grow@plantonfarm.co.uk



[READ MORE](#)

WHAT CAN YOU DO NOW?

3 WAYS TO MAKE AN IMPACT

1

Set Clear Protein Targets

All organisations to increase plant-based protein offerings, ensuring they are mainstream, affordable and widely available.

2

Defining “Better”

Help define 'Better Meat' - join FFM's Working Group. Explore improved soil sequestration, methane metrics and more to avoid knee-jerk reactions. Register your interest: [Email us](#).

3

Reframe Messaging

Educate citizens, chefs, colleagues and stakeholders on nutrition concerns while reframing sustainable choices around taste, affordability and convenience to drive real behaviour change.

OUR SPEAKERS



6TH MARCH 2025

**Andy Jarvis****Director, Future of Food,
Bezos Earth Fund**

"Global meat consumption is projected to grow by 50%, making it impossible to meet climate and biodiversity goals without diversifying protein sources. The alt protein sector has fought to gain even 1% market share, so progress relies on the power of the nudge - small, incremental shifts that, at scale, drive massive societal change."

**Andrew Court****Mixed Beef & Arable Farmer,
& Farmer Advisory Board**

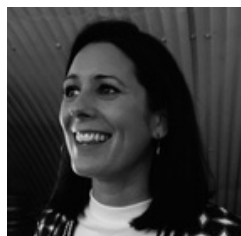
"Let's standardise what 'better' means in the meat industry so farmers are rewarded for quality, not just quantity. We must prioritise nutrient-dense, regenerative livestock systems while also driving demand for UK-grown protein crops to reduce reliance on imports. Without this shift, we risk knee-jerk reactions that fail to address the real challenges of sustainability and food security."

**Dr Annie Rayner****Co-Founder, Planton Farm
& Impeckable Poultry**

"As we deepen our understanding of nature and farming, we need adaptable systems that prioritise high welfare, biodiversity, soil regeneration and carbon drawdown - avoiding narrow carbon tunnel vision. A true cost approach must recognise farming's full environmental impact to drive real progress."

**Claire Hughes****Director of Own Brand Product
Development & Innovation, Sainsbury's****Sainsbury's**

"Let's align as an industry on what 'better' means and push for bold innovation - some things won't work, but we must keep trying. Future-proofing categories means redefining protein, making sustainable choices desirable, and ensuring affordability. And let's never lose sight of the consumer - sustainability must be desirable, affordable, and, above all, delicious."

**Gemma Hoskins****UK Director, Mighty Earth**

"Moving away from deforestation-driven industrial livestock to sustainable protein - plant-based, hybrid, or regenerative - is essential. Retailers must lead with meat-to-plant ratio targets and price parity. Smart marketing and transparency will overcome consumer barriers and misinformation, making sustainable choices easier and more desirable."

**Matt McAuliffe****Plant & Futures Innovation Director,
The Compleat Food Group**

"Deliciousness matters - nutrient-dense, well-made food wins. Future-proofing protein isn't just reformulation; we need bold innovation beyond burgers. Consumers need confidence and inspiration. And engage - exciting solutions, from new ingredients to smarter supply chains, are waiting to be explored."



A must for anyone shaping sustainable protein, this event delivered expert insights on redefining 'better' protein, balancing plant-based and regenerative systems and driving accessibility.

Industry leaders shared actionable strategies on innovation, pricing and policy, creating a solution-focused discussion.

But the real magic was in the chat - live, unfiltered collaboration that sparked ideas and momentum. I left inspired, connected and ready to drive real change."

Head of Nutrition from the FFM Network

**TAKE ACTION
& GET INVOLVED:****ONE DAY LEADERSHIP DAYS**

We help companies build leadership capability on these topics.

Check out our programme [here](#) or [get in touch](#) to explore what works for your team.

HAVE YOUR SAY ON PROTEIN:

"HOW CAN WE DRIVE CONSUMER ADOPTION OF DIVERSE PROTEIN SOURCES TO CREATE A MORE SUSTAINABLE AND NUTRITIOUS FOOD SYSTEM?"

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