

SA GROWER

New proteins here to stay

POTATOES SA

BY ROBBIE DAVIS, CEO

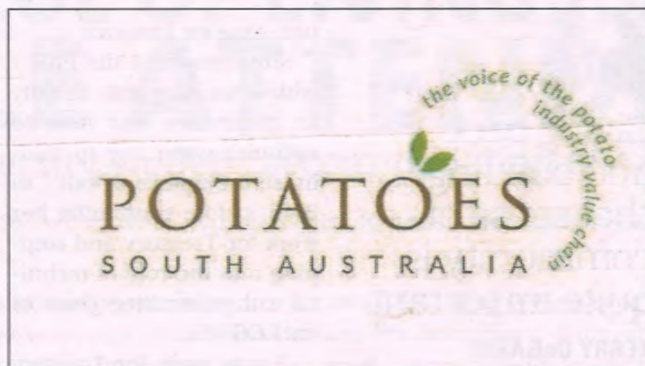
WHAT we eat every day is probably going to change, and primary producers will need to capitalise on this emerging market opportunity both domestically and internationally.

It's all about how we derive protein - from animals or from plants.

A RethinkX Sector Disruption Report published in the United States in September states that we are on the cusp of the deepest, fastest, most consequential disruption in food and agricultural production since the first domestication of plants and animals 10,000 years ago.

The report predicts that the cost of plant-based proteins will be five times cheaper than existing animal proteins by 2030 and 10 times cheaper by 2035. They will also be superior in every key attribute; more nutritious, healthier, better tasting, and more convenient, with almost unimaginable variety.

Ultimately this means that by 2030, modern food products will be of higher



quality and cost less than half as much to produce as the animal-derived products they replace.

Hungry Jack's founder Jack Cowin says primary producers can capitalise on these new diets based on plant protein.

The recent release of Hungry Jack's plant-based Rebel Whopper has attracted a new customer base and Mr Cowin's primary ambition is to produce more of these economical alternative proteins in Australia, leading to additional jobs and greater investment.

The Rebel Whopper is available in more than 400 Hungry Jack's outlets, and the sustainable burger is proving to be a huge custom-

er pull. Why?

Perhaps the objective is to produce these plant-based proteins in Australia and export to other markets. The Australian company behind Hungry Jack's newest burger, v2food, is successfully capitalising on the plant-based meat market, which, according to CSIRO, is set to be worth more than \$6 billion in Australia by 2030.

With an ever-growing vegetarian, flexitarian and vegan consumer market, the question is no longer whether plant-based proteins are here to stay. They are, but will they be mainstream?

In parallel, there will also be an increasing demand for beef as the standard of living in third world coun-

tries increases. Will our beef production have the capacity to grow to meet this increasing demand?

The RethinkX Sector Disruption Report also predicts that the milk industry will start to collapse once modern food technologies have replaced the proteins in a bottle of milk; just 3.3 per cent of its content. The potato at 1pc protein may enter about here.

Change is guaranteed and we must discover more efficient ways of producing food at a lower cost.

Product after product that we extract from livestock may be replaced by cheaper, modern alternatives, but it will be a very long time before we see modern technologies capable of producing the perfect, cellular steak.

I can say all of this as I am looking at my herd of Angus outside my study window at home near the Coorong. I will also be eating potatoes with the wonderful meat the cattle produce. The best combination!

My best wishes to you and your family for a wonderful Christmas and New Year.



The plant-based Rebel Whopper is available in more than 400 Hungry Jack's outlets across the country.