

news +++ IFFA
14 to 19 May 2022
Frankfurt am Main



The Good Food Institute Europe: New strategic partner of IFFA 2022 in the field of alternative proteins

Frankfurt am Main, 03.11.2021. In many regions of the world, the market for plant-based and cultivated meat is booming. To promote technological advancement and exchange between the meat and alternative protein industries, the Good Food Institute Europe and Messe Frankfurt are entering into a strategic cooperation for IFFA 2022.

IFFA is the international B2B meeting place for the meat & alternative protein industries. The triennial event covers all the steps from ingredients to processing to packaging. As conventional, plant-based and cultivated meat use largely the same processing technologies, the leading equipment and ingredients suppliers will present their new developments for all these sectors from 14 to 19 May in Frankfurt am Main.

The Good Food Institute Europe (GFI Europe) is an international NGO working to build a sustainable, secure and just food system. The institute works with scientists, businesses and policymakers to advance plant-based and cultivated meat, eggs, dairy and seafood – making them delicious, affordable and accessible across Europa.

Kerstin Horaczek, Vice President Technology Shows of Messe Frankfurt, welcomes this new cooperation: "We are very pleased to work with the globally renowned experts for alternative proteins at the Good Food Institute Europe. Together we have agreed that, in addition to its focus on the meat industry, we want to develop IFFA into a true accelerator for the efficient, large-scale production of plant-based and cultivated meat."

Charlotte Lucas from the Good Food Institute Europe is equally looking forward to the cooperation with IFFA: "The fact that IFFA, the world's leading trade fair for the conventional meat industry, has chosen to make alternative proteins a key part of their agenda demonstrates the growing importance of and interest in the plant-based and cultivated meat sector. We are excited to be partnering with Messe Frankfurt and supporting the conventional meat industry in developing delicious and sustainable products that consumers around the world are asking for."

GFI Europe will present itself at IFFA 2022 as part of the IFFA Factory, the exhibition area where production processes are shown in live demonstrations. In addition, the institute will enrich the lecture programme and topical guided tours with its expertise and, thus, offer IFFA participants from the food industry an informative added value. Besides GFI Europe, Messe Frankfurt has managed to win BALPro, the German association for alternative proteins, as another important partner for the new product field.

IFFA
Technology for Meat and Alternative Proteins
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Press releases and images:

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Information about all trade fairs in the Food Technologies Division of Messe Frankfurt can be found at:

www.food-technologies.messefrankfurt.com



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair

construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com