



ACCELERATING ALTERNATIVE PROTEINS FOR A BETTER PLATE

WELCOME TO THE EXCITING AND INNOVATIVE ISRAELI FOODTECH SCENE!

Did you know that Israel is ranked second, just behind the US, in terms of investment in alternative proteins? This places Israel at the forefront of shaping the future of our food system. In the heart of this revolution, numerous startups are developing delicious and sustainable alternatives to animal-based products. But don't take our words for granted, come and taste it for yourself!

Our programs offer a unique and flavorful experience within the Israeli foodtech industry. Each package includes an informative lecture, exploring the connection between the food we eat and the climate crisis, along with potential solutions to address this global challenge. We'll also discuss how Israel is leading the way in foodtech innovation.



PICK THE FINEST OPTION FROM OUR MENU

- 1** **From startup Nation to Foodtech Nation (1h)**
Lecture
Tourist groups | Corporates | Delegations to Israel | Seminars/ Conferences
- 2** **Startup Safari: Tour Pack (2h)**
Lecture & 1-2 Startup tour
Tourist groups | Corporates | Delegations to Israel | Seminars/ Conferences
- 3** **Taste of Innovation: Tasty Pack (3h)**
Lecture & 2-4 Startups Pitches & Panel & Tasting
Tourist groups | Corporates | Delegations to Israel | Investors | Conferences
- 4** **Culinary Adventure: Experiential Pack (3h)**
Lecture & Alternative Protein Chef Masterclass & Meal

MAF IS DEDICATED TO ACCELERATING ALTERNATIVE PROTEIN INNOVATION AND PROMOTING GENDER DIVERSITY IN THE DYNAMIC REALM OF FOODTECH

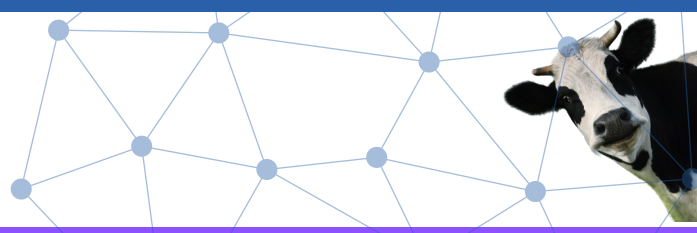
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The Modern Agriculture Foundation is an Israeli non-profit organization, registered and approved by the Israeli Corporations Authority of the Israeli Ministry of Justice (Registry number 580589224, US 501c3 Equivalent)





ACCELERATING ALTERNATIVE PROTEINS FOR A BETTER PLATE

From startup Nation to Foodtech Nation (1h)
Lecture

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Lecture

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The Modern Agriculture Foundation is pleased to offer an engaging hour-long lecture titled "From Startup Nation to Foodtech Nation: How to Eat the Cow and Leave it Whole." This lecture will focus on the latest trends in the world of foodtech, with a particular emphasis on alternative proteins - the hottest field in the foodtech industry.

The lecture explores the link between our diet and the climate crisis, while proposing solutions to address this global challenge. We will discuss what our plates will look like in the next 10-20 years, offering examples of innovative Israeli foodtech startups leading the way in this exciting field. The lecture will also cover the scope of investments in alternative proteins and the various types of alternative proteins available in the market.



For flexibility, we can provide the option to select your preferred location and light plant-based meal. If you arrange your own venue, there's no extra cost. Additionally, the light plant-based meal is priced at 1,000 NIS for up to 30 participants. The venue cost, if applicable, is 1,000-1,500 NIS.

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Startup Safari: Tour Pack (2h)

Lecture & 1-2 Startup tour

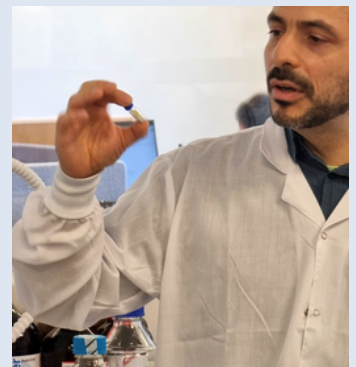
Tourist groups | Corporates | Delegations to Israel | Seminars/ Conferences

Participants will embark on an exclusive tour that immerses them in Israel's thriving foodtech landscape. They will have the opportunity to experience first-hand the cutting-edge technologies by visiting state-of-the-art laboratories. Attendees can ask entrepreneurs questions about their groundbreaking solutions and gain valuable insights into their inspiring journeys. They can choose between exploring Rehovot, known as the "foodtech capital," or the scenic northern location of Kyriat Shmona.

This pack includes the "From Startup Nation to Foodtech Nation" lecture and an optional plant-based meal.



Startup Safari: Tour Pack (2h)
Lecture & 1-2 Startup tour



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Taste of Innovation: Tasty Pack (3h) Lecture & Startups Pitches & Panel & Tasting

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Tourist groups | Corporates | Delegations to Israel | Investors | Conferences

This option offers a unique combination of learning, tasty food, and direct interaction with innovative entrepreneurs. Participants will witness the passion and creativity of 2-4 promising startups as they talk about their groundbreaking ideas and solutions during a panel discussion, showcasing the future of food innovation. The event will culminate in a tasting session where attendees can sample the plant-based and most recent products offered by the participating startups.

This pack includes the "From Startup Nation to Foodtech Nation" lecture and an optional plant-based meal.



For flexibility, we can provide the option to select your preferred location and light plant-based meal. If you arrange your own venue, there's no extra cost. Additionally, the light plant-based meal is priced at 1,000 NIS for up to 30 participants. The venue cost, if applicable, is 1,000-1,500 NIS.

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Culinary Adventure: Experiential Pack (3h) Lecture & Alt. Protein Chef Masterclass & Meal

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Culinary Adventure: Experiential Pack (3h) Lecture & Alt. Protein Chef Masterclass & Meal

Tourist groups | Corporates | Delegations to Israel

This is one-of-a-kind experience, a futuristic feast that blends a foodtech lecture with a Master chef workshop and meal, made from cutting-edge ingredients. The event kicks off with an overview of the latest trends in Israeli foodtech, followed by a hands-on cooking workshop that incorporates novel raw materials and innovative techniques.

Participants will have the opportunity to take an active role in the workshop and test their skills in crafting a futuristic meal .

Finally, we'll gather together to enjoy a delicious and thrilling meal that is sure to excite your taste bud

All the ingredients and dishes in the meal are kosher and are also suitable for vegans, vegetarians and those who avoid gluten



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