

“What one generation finds ridiculous, the next accepts; and the third shudders when it looks back on what the first did.”

- Peter Singer

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DEAR FRIENDS,

Wow, what a crazy past few months it has been at The Modern Agriculture Foundation! The Israeli foodtech keeps impressing the world with its remarkable innovation, affirming the significance and viability of our mission. As we already get to savor the initial successes of our endeavors, we must also acknowledge the immense work that lies ahead in creating alternatives to animal products that are sustainable, healthy and compassionate.



Levana Shifman
CEO

In 2022, we proudly introduced the **Better Plate Track**, the first and only accelerator in the Middle East focused on alternative proteins (in collaboration with MassChallenge Israel). Thanks to the support and generosity of our donors and sponsors, this program has played a pivotal role in the growth and development of startups, attracting investors, raising funds, advancing product development, and fostering connections within the alternative proteins ecosystem.

The remarkable success of PoLoPo, one of the program's early-stage participants without initial funding, serves as a shining example. PoLoPo has successfully secured \$1.7 million in seed investment, attributing this achievement to the program's support. Building on this accomplishment, we are committed to providing startups in the ongoing 2023 cohort with similar opportunities to connect with potential investors from the outset, enabling them to gain valuable exposure and feedback.

In line with our commitment to fostering a more inclusive and diverse industry, we have launched a new initiative dedicated to supporting and promoting the advancement of women leaders in the thriving Israeli alternative proteins sector. We organized the **Leading Women in Israeli Foodtech Awards** which brought together 26 exceptional female leaders. The overwhelmingly positive feedback we received from this event has inspired us to expand our efforts further and to lead this rising community. We are grateful for our partners and sponsors that have responded to our call and joined us in our efforts.

As we look toward the future, we remain committed to our mission of **building a sustainable, healthy, and compassionate food system**. With the continued support of our donors and partners, we are confident that we can overcome the challenges that lie ahead and create a positive impact for the planet, for the people, and for the animals.

Once again, I would like to express my sincere appreciation to each and every one of you. To our donors, partners, sponsors, volunteers, and our passionate team, you all make it possible. A special thank you goes to Carole Bibas-Barkan, my partner and COO, for her hard work and dedication.

Sincerely,
Levana Shifman, CEO



We work to accelerate the development of sustainable and scalable solutions to replace animal-based proteins

Accelerating Innovation

We provide entrepreneurs with the tools and knowledge to bring their ideas to life.

Building Networks

We connect people in the foodtech industry to foster fruitful partnerships and collaborations.

Measuring Impact

Evaluation is an integral part of our work as we aim for the highest possible impact.

Lectures & Events

LECTURE AT BEN GURION UNIVERSITY

Foodtech BGU invited us to their opening night. We talked about the importance of innovation in the food tech industry to over 120 students.

ISRAELI FOODTECH SHOWCASE FOR THE FEDERATION OF TORONTO

We organized an exceptional event showcasing 10 startups pitches, tastings, a chef masterclass, and a plant-based festive lunch!



Impact in Numbers



BETTER PLATE TRACK

2 Cohorts

9 Early-stage
Startups
Accelerated

\$10M

Raised by 2022
Accelerated Startups

NETWORK

72 Members in the Leading Women
in Israeli Foodtech Community



24 Lectures to
delegations,
students groups,
and corporates

1.8K LinkedIn
Followers

Community Member Highlight



Efrat Dvash Riesenfeld,
CTO at Bee-io Honey Ltd

It was amazing to meet again with this group of extraordinary women leading and shaping the future of the food industry, to behold the mutual support, joint ventures, community building... and I feel completely and thoroughly empowered.....

The Better Plate Track

2022

2023



In 2022, in collaboration with MassChallenge Israel, we launched the Better Plate Track - the first and only alternative protein accelerator track in Israel and the Middle East. This unique program is dedicated to propelling startups in the flourishing Israeli alternative proteins industry.

We are proud to have participated in the 2022 Maximum Program by Effective Altruism Israel, where we conducted a **cost-effectiveness analysis** of the Better Plate Track program.

The feedback from participating startups has been overwhelmingly positive, citing valuable benefits such as **establishing investor relationships**, **networking opportunities**, **mentoring**, and **support in pitching their startups**. Moreover, the program's cost-effectiveness is noteworthy.

The cost per investor contacted stands at a minimal \$135; for each dollar spent, startups have raised an impressive \$701. This underlines the impact and effectiveness of our initiative.

Startup Highlight: PoLoPo

PoLoPo is developing a plant bio-factory for high-scale, custom-made production of proteins. Their first candidate is egg protein (ovalbumin) in an edible plant.

They started the Better Plate program at the idea stage with no funding and have now raised \$1.7M.



We couldn't have asked for a better program. Being part of the 2022 cohort surrounded by such amazing startups was truly an honor.

Raya Liberman Aloni,
Polopo Co-Founder

Women Leading Foodtech: The Rise of a Powerful Community



Numerous studies emphasize the significance of both formal and informal networks for professional development and identifying new business opportunities.

By empowering female professionals in the foodtech industry, offering resources, and addressing their unique challenges, we strive to foster greater gender equality and diversity within the industry, thereby promoting innovation and growth for all.

"As a female CEO, I'm proud to be a part of the growing movement toward diversity in leadership and am excited to see more women break through the glass ceiling and make their mark in the industry."

Liat Lachish Levy,
CEO at ChickP

What's New at The Modern Agriculture Foundation?

Academic Course

The "Introduction to Alternative Proteins" course is intended for biotechnology undergraduate and graduate students at Ben-Gurion University.

AI Consulting

MAF offers free AI and ML consulting to eligible entrepreneurs in Israel focused on developing alternative proteins.

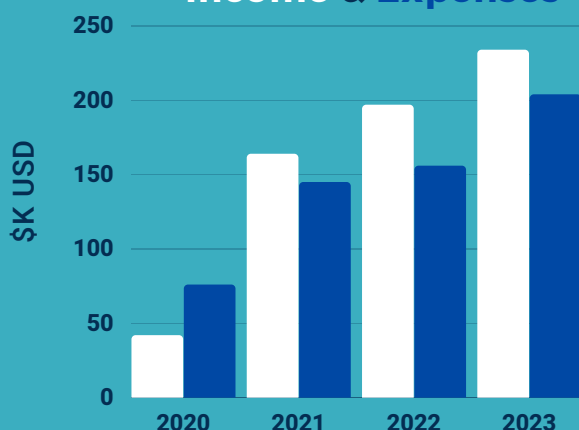
Foodtech Tours & Tasting



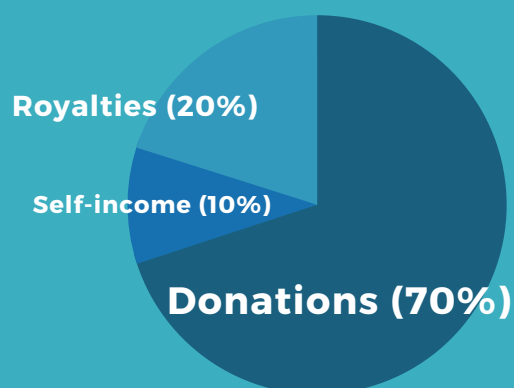
This new program provides a unique and tasty experience to discover Israeli foodtech. It is available for delegations, tourist groups, corporations, and investors.

Financials

Income & Expenses



Sources of Income in 2022



Partners and Supporters



Special Thanks



Sponsor Highlights: Osem-Nestlé

The second gathering of Women Leading Fodtech was hosted by Osem - Nestle. The location provided an ideal backdrop for an evening filled with networking and delicious plant-based food, as 50 female participants came together.





THANK YOU!

