

# CONSUMER-LED INNOVATION



Bridge2Food 2025

THIS  
FORK

I SHOULDN'T  
BE HERE



**THIS™ IS THINKING  
DIFFERENTLY**

THIS

# IT'S TOUGH OUT THERE



## THE TELEGRAPH POLE

### High sodium content, the use of additives, and nutritional deficiencies

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29th Feb 2025



## THE TOTALLY DEPENDENT

### Greater risks of cardiovascular disease, Type 2 diabetes and other health issues.



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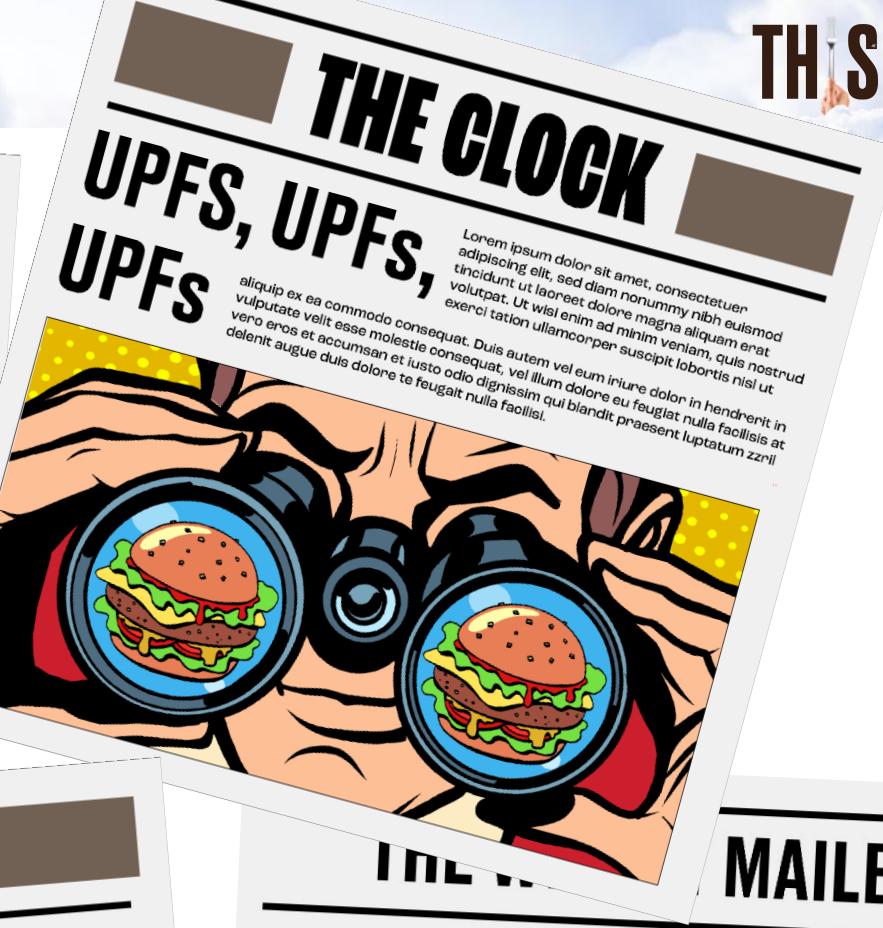
## THE MOON

### UPFs, UPFs, UPFs

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## MAILBO

### Grown In a Lab

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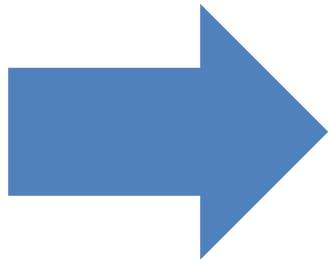
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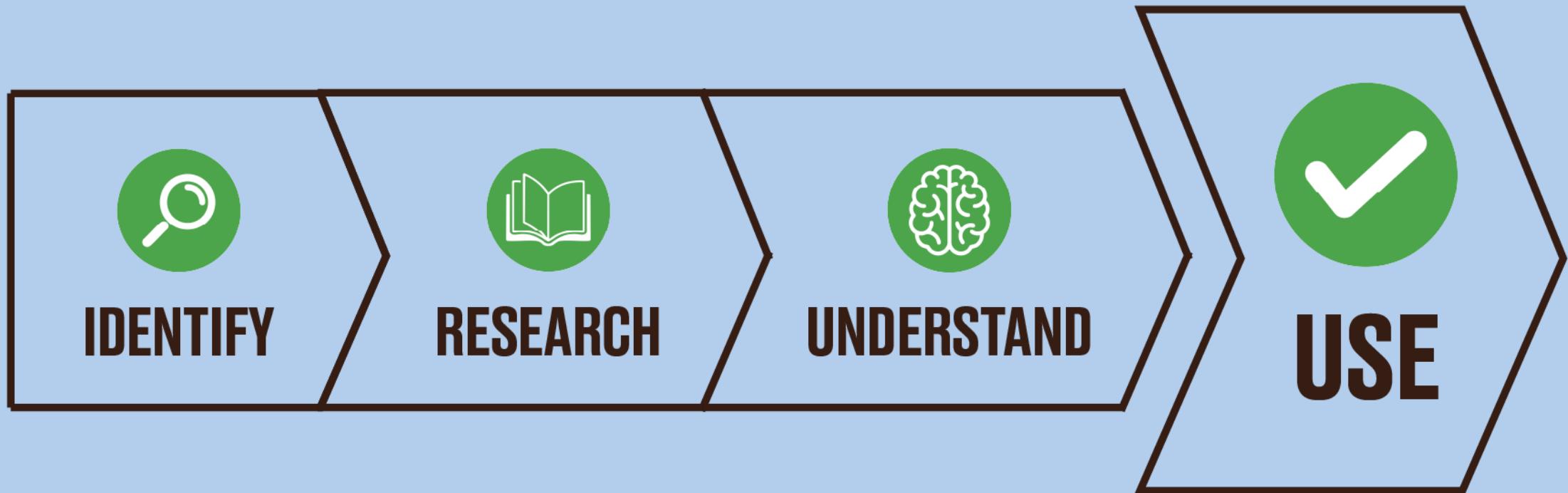
# BUT IT'S ALSO REALLY TOUGH FOR OUR CONSUMERS



# THINKING DIFFERENTLY

THIS





# WE FOUND OUR 3 CORE TARGET CONSUMERS



**THIS LED US TO A WHOLE  
NEW APPROACH TO NPD**



# THIS IS WHAT CONSUMER-LED INNOVATION LOOKS LIKE





OH NO! SOMEONE IS HAVING  
A SUPERMARKET STRUGGLE  
IN TOWNSVILLE

"WHY CAN'T I FIND A PLANT-BASED  
PROTEIN THAT IS TASTY, HEALTHY  
AND SUPER EASY TO COOK!?"

"WOW! THAT'S  
SUPER SUPERFOOD!"

"THIS™ HAS  
SAVED THE DAY!"

## FAVA BEAN PROTEIN



HIGH IN PROTEIN  
AND SOURCE OF IRON  
PROTEIN CONTRIBUTES TO GROWTH  
& MAINTENANCE OF MUSCLE MASS.  
IRON CONTRIBUTES TO NORMAL COGNITIVE FUNCTION.

## CHIA, FLAXSEED & HEMP HEARTS



SOURCE OF  
OMEGA-3  
CONTRIBUTES TO THE  
MAINTENANCE OF NORMAL  
BLOOD CHOLESTEROL LEVELS.

## VEGETABLES



1 OF YOUR 5-A-DAY



**THE FUTURE IS BRIGHT,  
THE FUTURE IS PLANT-BASED**

**BUT...**

**ONLY IF WE THINK DIFFERENTLY  
AND ONLY IF WE DO IT TOGETHER**

THIS  
IS

# THANK YOU