

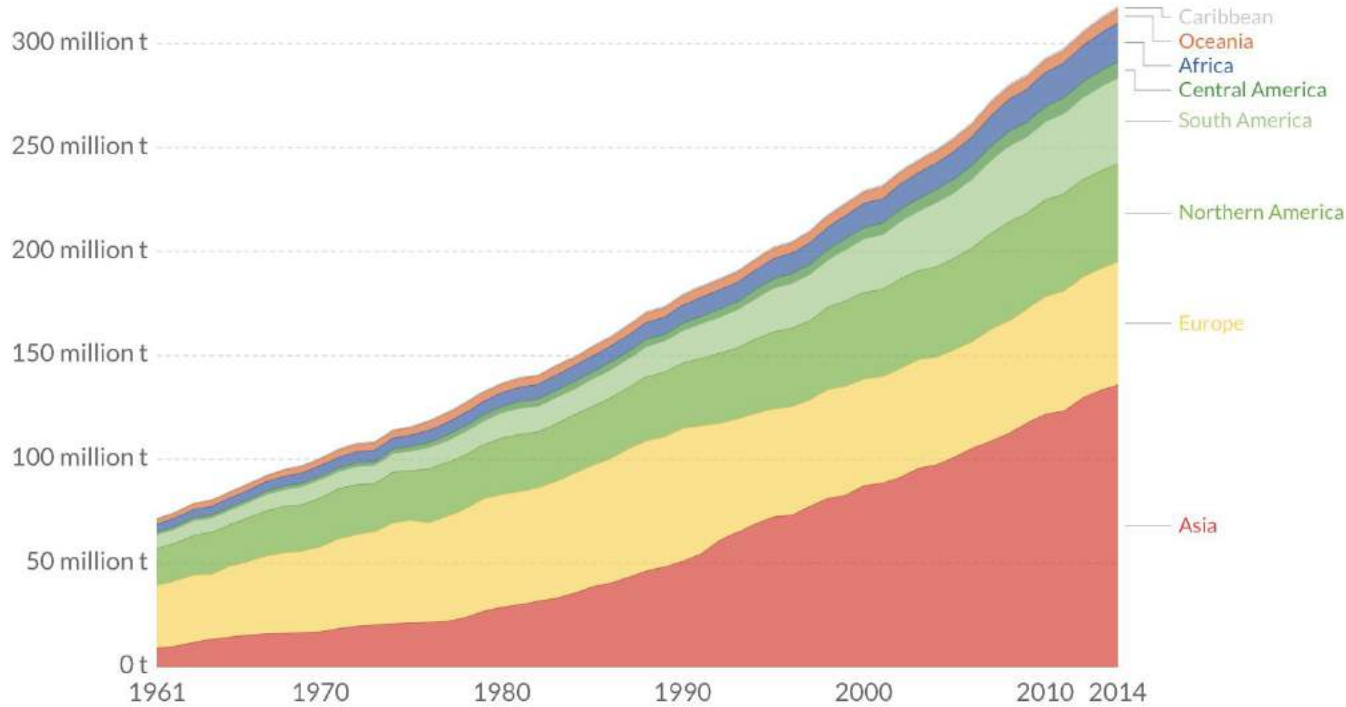
**THE  
RELENTLESS  
PURSUIT OF  
BETTER  
FOOD**



# Meat production

Total meat production, measured in tonnes. Meat includes cattle, poultry, sheep/mutton, goat, pigmeat, and wild game. Figures are given in terms of dressed carcass weight, excluding offal and slaughter fats.

Our World  
in Data



Source: UN Food and Agricultural Organization (FAO)

CC BY

Relative

CHART

MAP

DATA

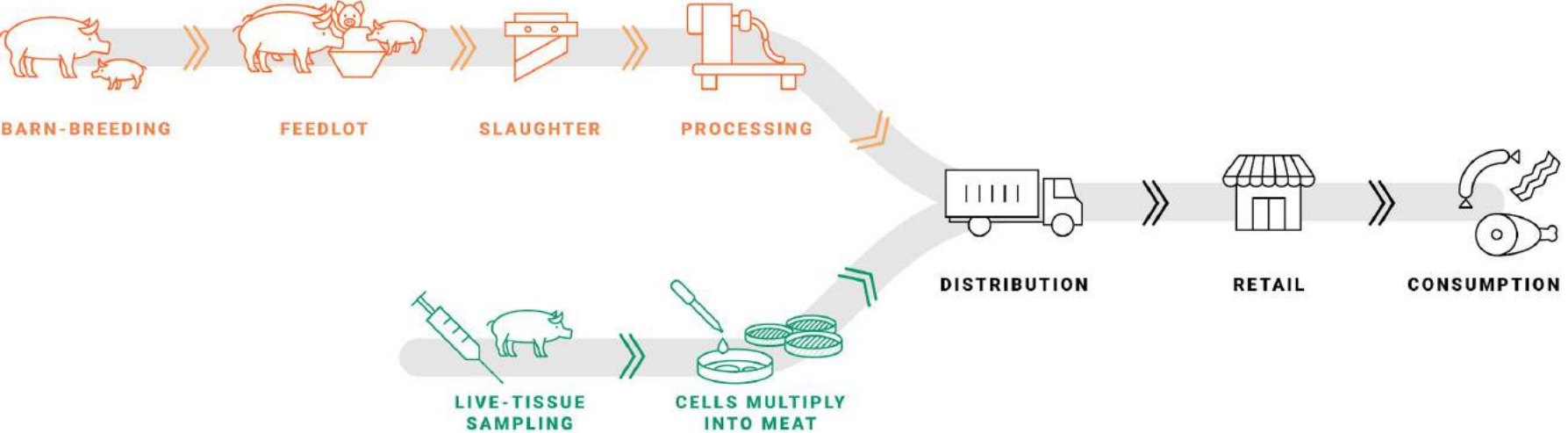
SOURCES



**Animal industries won't keep up with demand forever**

UN Food and Agriculture Organization (FAO)

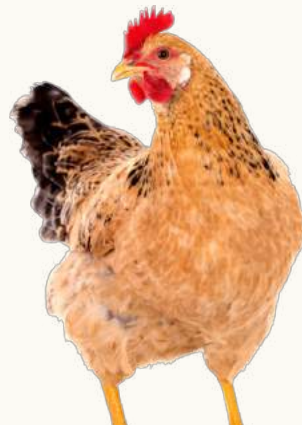
# Cellular agriculture gives us a new way to produce meat



# Meat cultivated this way solves huge problems

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<u>Animal</u> <u>meat</u>		<u>Cultivated</u> <u>meat</u>
1799 gallons	Water Usage	324 gallons
16 pounds	Greenhouse Gas Emissions	3.52 pounds
24.2m <sup>2</sup>	Land Use	0.24m <sup>2</sup>



# But the story doesn't stop at these problems

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We're thinking about a world where cell-ag is inevitable...

...and it becomes the new commodity.

## Beef



## We're building the world's most diverse cell library

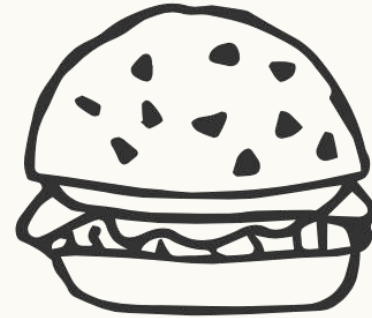
- We store for each cell type an in-depth database of cell attributes
  - Flavour
  - Nutrition
  - Cooking behaviour
  - How they grow





## So we can quickly iterate to find foods that people love

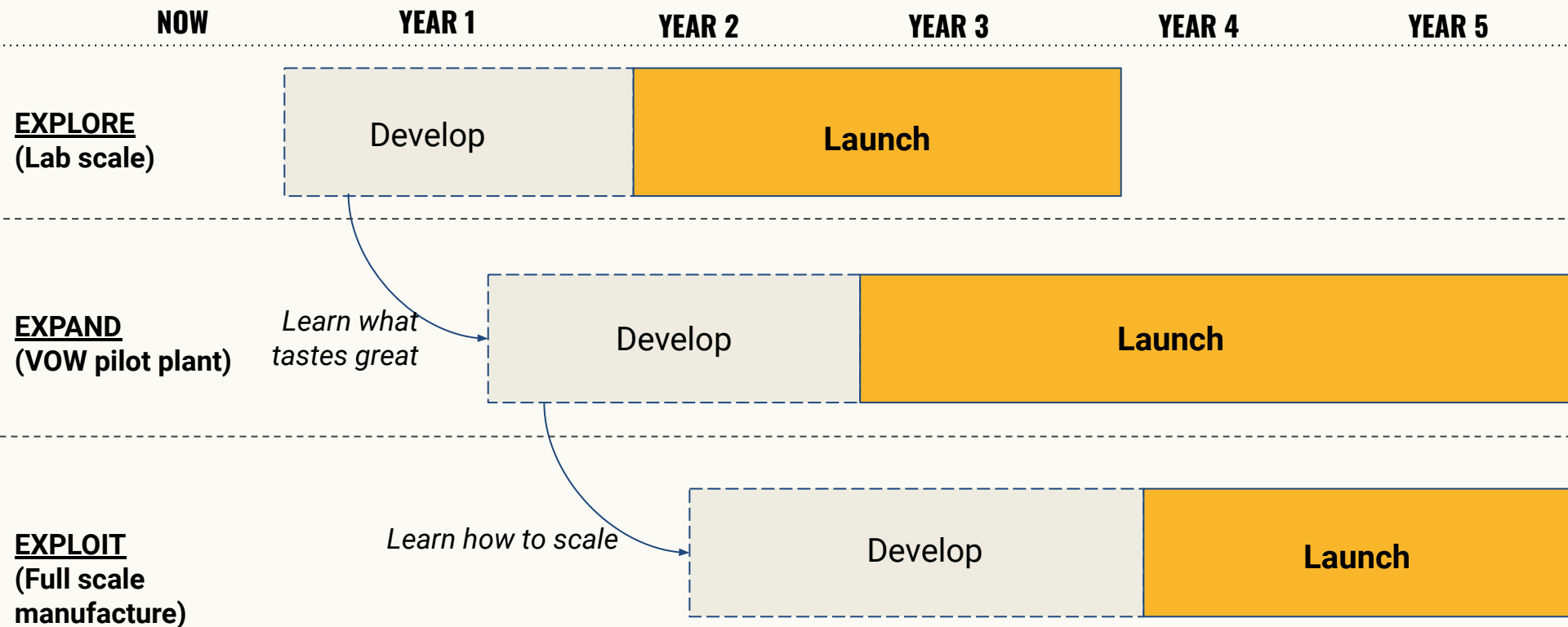
- We're building our processes to support rapid prototyping from the beginning.
- We will quickly and reliably move the winners to pilot plant scale, to further validate small quantities in market







# VOW will ultimately become a cellular-agriculture powered house of brands



# Breaking the economics of animal agriculture



## Get in touch

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Email Address

[george@vowfood.com](mailto:george@vowfood.com)

Phone Number

+61 421 525 682

Website

[www.vowfood.com](http://www.vowfood.com)

