

Name: Modern Agriculture Foundation
Location: Israel
Founded in: 2014
Team size: 2 (~15 volunteers)
2021 Funding: \$281,000



Organization website



Animal Charity Evaluators
Review



Our Mission

We are an Israeli non-profit organization set out transform global food culture by replacing traditional animal-based foods with Clean Meat, Cellular Agriculture and plant-based alternatives. We pursue our mission by fostering high-impact innovation, by educating the public, and by rallying a community of scientists, entrepreneurs, investors, industry leaders and government decision-makers.

Our Goals by 2021

1. Promote and establish a multidisciplinary field in Israel, joining pharma, biotech, food and chemical industries that promote alternative proteins and characterized by a vast network of international cooperation.
2. Obtain Israeli governmental recognition and substantial financial support for the alternative protein space. We will position alternative proteins as a target of being an Israeli national flagship project, by reaching out to interested politicians and other prominent figures, and seeking governmental funding and cooperation, so that Israel will become the leading force in creating the "next beyond meat", a combination of cellular agriculture and plant-based meat, or the first commercial cultivated meat.
3. Develop and bring forward unique technologies in Israel that will serve as an alternative to the current methods of meat analogues production: for example, the current methods of 3D printing and the scaffold method for the creation of 3D products lack efficiency in large scale production batches. Hence, one of our focal points in the coming years will be Identifying new production methods (e.g. which we know exist in the pharmaceutical industry) generating higher efficiency and scalability.

How can Alternative Protein make a difference?

We believe that the promotion of alternative proteins helps the animal advocacy movement as a whole, due to the fact that it creates a world where it is easier not to hurt animals. Alternative proteins will make it easier for people to not consume animal products.

We believe technology and animal advocacy nourish each other and help each other in a reciprocal way - the more conscious the people are, the larger the effort they are willing to put in for animals; and the enhanced the technology is, the less the effort is needed in order to avoid harming animals.

Reduce Our Carbon Footprint

Meat, dairy and egg industries are responsible for the emission of 18% of global greenhouse gasses, including 40% of methane emissions, and 65% of nitrous oxide, which are 23 times and 296 times more effective than carbon dioxide in trapping heat.

Alleviate World Hunger

15 kgs of grain are needed in order to produce one kg of meat, making raising animals for human consumption a very wasteful endeavour. Additionally, the amount of water needed in order to grow plant based foods is substantially lower than animal foods. Beef is the most wasteful, with 16,000 litres (4220 gallons) of water needed to create 1 kg (2.2 lbs) of meat. In comparison, only 1600 litres (422 gallons) are needed to create 1 kg of wheat. The same study, predicts that 1 kg of cultured meat would require only 640 litres (169 gallons) of water.

Save Animals

The rise in global per capita meat consumption means more competition in the ever more lucrative meat market. As the market becomes more competitive, consumers expect lower prices and meat suppliers must raise and slaughter more animals in less time. The result of this heightened efficiency is more animal suffering.

Save Resources

In addition to the forests that are cut down to provide grazing fields for livestock, much land is needed both to grow the grain to feed the animals and to dispose of their waste. According to an Oxford study, cultured meat would require 99% less land, 80% less water and 45% less energy to grow than conventional meat.

Improve Our Food Safety

The meat industry is one of the major contributors to the outbreak of infectious diseases such as various flu viruses, salmonella and mad cow disease.