

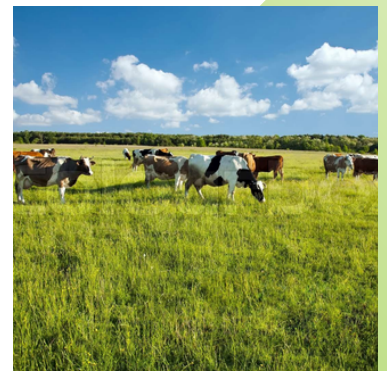
# TransFARMing the meat value chain with animal-free substitutes

23 October 2023, 16:15 to 17:45

WiWi 301



Exploring cultivated  
meat and other  
alternative proteins:  
Their potential benefits,  
societal implications,  
and challenges



Please register by sending an email before 16 October 2023 to:  
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## Prof. Dr. Germano Glufke Reis

is a professor and researcher at the Federal University of Parana, School of Management, in Southern Brazil. He is the coordinator of the SfoodLab (Sustainable Food Value Chains Laboratory). He is currently a PICAIS Research-in-Residence Fellow at the University of Passau, at the Bioeconomy Economics research group. His research primarily focuses on sustainable food value chains, with a specific emphasis on the meat industry and the sector of meat alternatives. He has explored various facets of the value chains of cell-based meats and other alternative sources of proteins that possess the potential to significantly transform the conventional meat industry.