



## Meating the future

Dear Editor, 2020, the year of fires and pandemics, has not offered us a lot of good news stories. But here's one: Aussie Olympian swimmer Matthew Dunn and his dad Steven have opened an eleven million dollar business called Proform Foods that will manufacture some 5,000 tonnes of plant-based meat each year. The global meat-free meat market is expected to be worth over five billion dollars this year and to grow by almost twenty percent each year thereafter, reaching eighteen billion in seven years. The huge growth is driven by consumer awareness of the cruelty, health issues and environmental impact of consuming animal flesh. Nick Hazell, founder of another Aussie plant-based meat business v2food, suggests that Australia could be a world leader in this industry. This is not just great news for Australian business. According to the U.S. Centers for Disease Control, more than 75% of emerging diseases originate in animals. On factory farms, animals suffer short, brutal lives, crammed together in unnatural situations, increasing the risk of human diseases emerging. Eating plant-based foods therefore makes sense for our health, the environment, and of course alleviates enormous suffering for animals. Desmond Bellamy Special Projects Coordinator PETA Australia PO Box 2352 Byron Bay NSW 2481 0411 577 416 [DesmondB@PETA.org.au](mailto:DesmondB@PETA.org.au)

### Contacts

Desmond Bellamy  
+61411577416  
[mailto:](mailto:DesmondB@PETA.org.au)