



**“To Eat is a Necessity but to Eat Intelligently is An Art”**

**François de La Rochefoucauld, French Writer**

*Feb 2019*

Dear World Food Future friends,

I'm super excited to bring you our very first newsletter - just a month away from our first conference on 26 March 2019!

The last year has been both fulfilling and exhausting as our team crisscrossed our sunny island to meet potential speakers, supporters and exhibitors. It's truly been a humbling process meeting all these new people and understanding the great work that they're doing in the food world.

We met with a smorgasbord of people: food scientists, government officials, SME food business owners, executives of large food companies, restaurant owners, hospital staff, nutritionists, supermarket key executives, venture capitalists in the agri-tech space and farmers of both land and sea. Thank you all for your time and invaluable advice!

As we countdown to the conference itself, our team is focused on making our inaugural conference a resounding success!

You can help us succeed in a few ways:

1. Visit our website : [www.worldfoodfuture.com](http://www.worldfoodfuture.com)
2. Buy your tickets (if you haven't yet already!)
3. Fill your table (table seats 10) and send in your guests' names to [mellisa@halohealthasia.com](mailto:mellisa@halohealthasia.com) as soon as possible

We feel blessed to say we are almost sold out on tables so thank you for all your support!

Best wishes,

Three things struck us most in our learning journey: First, for a tiny island like Singapore, there's much in the food world that is very excitingly percolating! Second, for many of us, it's the passion and mission that drives and guides us - the pursuit of money is secondary at best.



Trina Liang

Chair, World Food Future

And lastly, that an engaged community can come together through the World Food Future platform enlivened by our “conscious eating” mantra and spurred by the belief in FoodSteps - our free primary schools' nutrition education program.

## Our Flagship Event



### [World Food Future for Women](#)

Join us at our flagship annual conference for an exciting day of learning on the theme of “Rethink Your Food”.

Not only focused on the family unit food and nutrition decisions at a micro level, this conference also aims to explore the wider macro food world – its connectedness, sustainability and impact on individuals, families and communities.

Get your tickets [here](#)

## Upcoming Events

### [March 2-4 Ecobank Bazaar](#)

Ecobank, is Singapore's national zero-waste initiative by City Developments Limited (CDL).

Donated items will be sold at the EcoBank Bazaar held from 1-3 March at City Square Mall and proceeds will go towards ARC Children's Centre.



## Food For Thought



### Singapore Clean Meat Future Is Now

Redmart already sells them. So does burger chain Wolf Burgers, restaurant chain Prive and high-end Mezz9 at the Grand Hyatt Singapore. They are all selling Beyond Meat's burger patties offering what the company calls a "truly sustainable green meat alternative". Meanwhile, NTUC FairPrice outlets and RedMart have also recently begun selling products from Quorn. This meat substitute is made from fermentation using a nutritional fungus.

Investors are also taking a huge bite into the "clean meat" trend. Singapore investment fund Temasek has recently led a reported US\$75 million (S\$101 million) investment in American company Impossible Foods, which produces plant-based protein that tastes and looks like beef, to be officially launched in Singapore on March 6th.

Not to be left behind local start-ups are bidding for a slice of the flush investment funds pie.. Food tech start-up Life3 Biotech is looking to attract about S\$1.5m in funding to set up a production

facility for plant-based protein production (which tastes like chicken) and the ShioKMeats founders are also looking for investors.

Now with all the brouhaha you'd probably think that clean meat is a futuristic new trend - and you'd be wrong. Following the Halo Health team's visit to the Quorn office and labs in Singapore, we were told that Quorn products had been previously sold in Singapore more than 10 years ago but were pulled from shelves owing to poor sales.

So could the YEAR OF THE PIG be the year where clean meat enjoys abundant sales? Today in 2019 there is certainly more consumer as well as investor awareness of the sustainability, viability and safety of clean meats than ever before.

Could Singapore lead the way in Asia towards clean meat consumption and production? Including in the field of aquaculture? This twin-packed boost will not only aid our economy but safeguard our food security well into the future as well.

For reprint requests - pls contact [enquiries@halohealthasia.com](mailto:enquiries@halohealthasia.com)

## First Bites: healthy food review



Como Cuisine's Sea bass

Share this! Grilled and just rightly seasoned - a delight to eat. Most other restaurants often over cook this beautiful fish airflown from France. Ask for it deboned and pair fish with cauliflower and

**broccolini sides.**

**4.5 stars out of 5 stars. Must try!**

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