



FoodTech at The Hebrew University

From Research to Technology

Faculty of Agriculture | Wednesday | October 19th 2022 | 08:30-15:30

08:30 Gathering

09:00-09:20 Greetings

Prof. Asher Cohen, President of the Hebrew University of Jerusalem

Prof. Saul Burdman, Dean, The Robert H. Smith Faculty of Agriculture, Food and Environment, Hebrew University

Prof. Yael Mishael, Director of the Hebrew University Center for Sustainability

09:20 Innovation FoodTech Center at HUJI

Prof. Ido Braslavsky, Institute of Biochemistry, Food Science, and Nutrition, Hebrew University; Co-founder: SavorEat 3D food printing

09:25 Foodtech, Food Security and the way to Israeli Leadership
Nir Goldstein, Managing Director, GFI Israel

09:30 Food Research Centers as a driving force for Sustainable Food systems

Dr. Liz Specht, VP of Science & Technology at GFI USA

09:45-10:50

Cellular Agriculture

Session chair: **Dr. Michal Halpert**, Director of Academic Engagement, GFI Israel

09:45 Breaking the cost barrier of cultured meat

Prof. Koby Nahmias, Department of Bioengineering, Hebrew University; Founder of Future Meat Technologies

10:00 How to eat the cow and leave it whole

Dr. Sharon Elizur-Schlesinger, Department of Animal Sciences, Hebrew University; expert on using stem cells for agriculture

10:15 Ex vivo 3D cultures for edible cultures

Prof. Ofra Benny, School of Pharmacy, Hebrew University; expert in nanomedicine, drug delivery, and tissue engineering

10:30 The New Blue Ocean of the Foodtech Industry

Prof. Berta Levavi-Sivan, Department of Animal Sciences, Hebrew University; founder: Sea2Cell developing cultured blue tuna

10:45 Open discussion

10:50 Coffee break

11:15-12:30

Plant based proteins and precision agriculture

Introduction to Plant-based Proteins

Prof. Ram Reifen, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University; Founder and CSO in ChickP

11:20 The Plant Age; Materials for the future

Prof. Oded Shoseyov, Institute of Plant Sciences and Genetics in Agriculture, Hebrew University; Founder: CollPlant, Melodea, co-founder - SavorEat, BioBetter and more

11:35 The magic of sesame

Prof. Zvi Peleg, Institute of Plant Sciences and Genetics in Agriculture, Hebrew University

11:50 Can we estimate the invisible? crop traits estimation from space, air and ground

Dr. Ittai Herrmann, Institute of Plant Sciences and Genetics in Agriculture, Hebrew University

12:05 The Decade of AI-Based Agriculture?

Prof. Matan Gavish, The Rachel and Salim Benin School of Engineering and Computer Science, Hebrew University; Co-founder of iSURF - Israel Singapore Urban Farm

12:20 Open discussion

12:30-13:30 Lunch break and Startup exhibition

13:30-14:15

Israel as a Foodtech Power

Panel chair: **Dr. Amnon Dekel**, Executive Director of ASPER-HUJI Innovate

Dr. Ilya Pittel, Vice President of Business Development, Yisum

Dr. Noa Matarasso, Senior Director of Academia, Technological and Infrastructure division, Israel Innovation Authority

Jonathan Berger, CEO, The Kitchen Foodtech Hub

Shay Cohen, Chief Innovation & Corporate Venturing Officer, Thuva Ventures

Gofna Liss-Rubin, Open Innovation Manager - Israel, Osem-Nestle

14:15 -15:25

From Lab to Fork

Session chair: **Dr. Avihu Yona**, Institute of Biochemistry, Food Science, and Nutrition, Hebrew University

14:15 Bitter, sweet and the consumer

Prof. Masha Niv, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University

14:30 Novel antioxidant and antibacterial systems in food

Prof. Oren Tirosh, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University

14:45 Development of effective and safe new food preservatives

Prof. Zvi Hayouka, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University

15:00 Benefits and innovation in uses of Moringa oleifera, "the magical tree"

Prof. Zohar Kerem, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University

15:15 Open discussion

15:25 Conclusion

Prof. Ido Braslavsky, Institute of Biochemistry, Food Sciences and Nutrition, Hebrew University