## Plant-Powered Perspectives Conference Slovakia: Bridging Slovak and Czech Markets with Global Plant-Based Trends

Bratislava, 27 August 2024 - **The upcoming fifth edition of the Plant-Powered Perspectives Slovakia conference will provide food producers and retailers with the latest insights and information on future developments in the Slovak and Czech plant-based food market. The conference will take place in Bratislava on 6 November, with the first round of speakers now announced.**

For the first time, the Slovak and Czech Plant-Powered Perspectives conferences will be merged into a single event, offering better opportunities for attendees to develop new business partnerships and connections. The conference, to be held in Bratislava, will bring together representatives from food manufacturers, retailers, wholesalers, and their suppliers to learn about the latest trends and innovations in the plant-based food market.

The program will begin with an overview of the latest consumer data on purchases of plant-based alternatives by Slovak and Czech households. This data will be presented by Ladislav Csengeri, Director of the Consumer Panel division of CPS GfK / YouGov for the Czech Republic and Slovakia. *"Plant-based alternatives have been experiencing long-term growth in popularity among Czech and Slovak consumers. Between 2019 and 2023, we observed an average annual increase in spending on plant-based alternatives of 13% in the Czech Republic and 9% in Slovakia. These products are more established in Slovakia, where over 60% of households purchased them in 2023, compared to just over two-fifths of households in the Czech Republic,"* Csengeri stated.

However, Csengeri noted that *"the recent record inflation and the challenging economic situation have also impacted the plant-based alternatives market,"* and revealed that the situation in the first 6 months of this year predicts different developments in each country. In-depth data and findings from these markets will be presented at the beginning of the conference.

As competition in the plant-based sector grows, consumer expectations for these products also rise. Manufacturers and retailers must stay ahead of the curve by seeking solutions that distinguish them from the growing competition. They can do so by implementing innovations that will unlock better taste and texture for these products. Robin Simsa, co-founder and CEO of Revo Foods, will address this topic. Revo Foods is pioneering 3D printing technology to produce plant-based foods with authentic textures. Their plant-based alternatives to salmon fillets, the first 3D-printed food available in stores, exemplify this innovative approach.

With the growing success of plant-based products among consumers, the issue of labelling has become increasingly important. Can plant-based alternatives use the same names as their animal-based counterparts? Samuel Rybnikár from the Faculty of Law at the University of Trnava will explore this topic. Rybnikár, who also lectures on food legislation and advises on the topic, will be joined by Michal Britvík, the CEO of the Slovak company Ryba Žilina, who will share his practical experience with plant-based alternatives labelling.

*"The Plant-Powered Perspectives Slovakia conference offers a unique platform for manufacturers and retailers to stay informed about the trends shaping the future of the food industry,"* said Marian Milec, from the Jem pre Zem program, which organises the conference. *"Attendees will benefit not only from insightful presentations by top local experts from several countries but also from opportunities to establish new business partnerships that can elevate their ventures in Slovak and Czech markets,"* he added.

All conference presentations will be translated between Slovak/Czech and English, ensuring accessibility for all attendees. More information on the program and additional speakers can be found on the conference website: [plantpoweredperspectives.sk/en](https://jemprezem.sk/konferencia-en/)

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***Jem pre Zem*** *(I Eat for Earth) is a non-profit program dedicated to promoting sustainable food choices and making them more accessible.*

*The program operates in two primary areas: encouraging the incorporation of more plant-based food into the Slovak diet and cooperating with plant-based food manufacturers to increase the availability of plant-based options in Slovakia, thereby making the market more attractive for these companies.*

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