MAGIC VALLEY AND BIOCELLION PARTNER TO ADVANCE CULTIVATED MEAT PRODUCTION THROUGH CUTTING-EDGE RESEARCH

COLLABORATION TO DRIVE ADVANCEMENTS IN BIOREACTOR TECHNOLOGY AND PROPEL THE GROWTH OF SUSTAINABLE CULTIVATED MEAT PRODUCTS

Magic Valley Pty. Ltd and **Biocellion SPC** have signed a Memorandum of Understanding (MOU), agreeing to work in collaboration in order to gain a clearer understanding of cellular behaviour in bioreactors, with the goal of ultimately improving bioreactor design and increasing efficiency in the production of cultivated meat products.

Within the next 30 years, the global population is forecast to reach ~10B people[1] and the demand for animal-based protein is expected to increase by ~100% in that time[2]. The traditional food system of intensive animal agriculture is simply inadequate to meet this demand.

Magic Valley is an innovative Australian cultivated meat company, aiming to sustainably meet the future protein demands of a growing population through developing healthy and delicious cultivated meat products. Magic Valley's process involves taking a small skin biopsy from a live animal, culturing the cells in foetal bovine serum-free media, reprogramming them into induced pluripotent stem cells (iPSCs) and then characterising and differentiating the cells into muscle and fat within bioreactors. The result is a real animal meat product, however, no animals are killed and no animal products are used aside from the initial cell biopsy. As such, cultivated meat has the potential to save the lives of the 70 billion animals slaughtered per year. It is also projected that a complete replacement of conventional meat with cultivated meat would result in an incredible 92% reduction in greenhouse gas emissions, a 95% reduction in land use and a 78% reduction in water use[3]. To our knowledge, Magic Valley is the first company in the world to create animal component-free cultivated lamb from iPSC and Magic Valley has recently debuted a prototype cultivated pork dumpling.

Biocellion, headquartered in Washington State, USA, aid life science companies in making the transition to virtual experiments. Virtual experiments are computer simulations of living system behaviours, modelled cell by cell. These experiments are faster, cheaper and less wasteful than laboratory experiments. Through using virtual experiments, customers can gain insight into how well their products work before testing them in Petri dishes, on animals or on humans.

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[1] UN World Population Prospects 2022
[2] FAO “World meat production is projected to double by 2050”
[3] Good Food Institute

Biocellion delivers modelling, simulation and visualisation software and services to customers ready to make the transition.

Brinc, a global venture accelerator headquartered in Hong Kong, strategically supports both Magic Valley and Biocellion and is enthusiastic about their collaboration to accelerate their growth and expansion.

"As a keen advocate of food technology innovation, Brinc proudly supports the collaboration between Magic Valley and Biocellion, which represents a significant step towards addressing the challenges of sustainable protein production. This partnership showcases the potential that interdisciplinary solutions can play to reshape the future of the food industry"
- Manav Gupta, Founder & CEO of Brinc

"At Magic Valley, we are committed to revolutionising the way meat is produced, with a focus on sustainability and ethical practices. By collaborating with Biocellion, we aim to unlock valuable insights into cellular behaviour, enabling us to create delicious cultivated meat products efficiently at scale."
- Paul Bevan, CEO & Founder of Magic Valley

"We're excited to collaborate with Magic Valley using our advanced virtual experiments technology in order to accelerate the development of bioreactor designs and drive efficiency in cultivated meat production. Together, we are shaping a future where technology and biology converge to address global protein demands."
- Simon Kahan, CEO of Biocellion

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