

Driving the Adoption of Animal-Free Foods

Kelly Witwicki | Sentience Institute

Values (in the US):

- 32% agree that “animals deserve the exact same rights as people to be free from harm and exploitation” (Gallup 2015)
- 49% support a ban on the factory farming of animals* (Sentience Institute 2017)
- 47% support a ban on slaughterhouses* (Sentience Institute 2017)

* of respondents who answered

Values (in the US, continued):

- 57% agree "protection of the environment should be given priority, even at the risk of curbing economic growth," compared to only 35% saying the reverse
- 62% say the government is doing too little to protect the environment, while only 9% say it's doing too much (Gallup 2018)
- 74% say US "should do whatever it takes to protect the environment" (Pew 2016)

In the US:

- ... and yet, only 6% of US adults identify as vegetarian, 3% identify as vegan, and <2% actually follow through with a vegan diet.
- **However, 63%** say “When [plant-based] foods are the same price as animal-based foods, people should eat more of these foods and fewer animal-based foods,” and 56% say they themselves would prefer to do the same* (Sentience Institute 2017)
 - 56% and 53% respectively say the same about “real meat from animal cells without animal slaughter” grown with technology* (Sentience Institute 2017)
- **And 78%** of Massachusetts voters and 63% of California voters recently voted for new minimum space requirements for farmed animals and an end to cages for egg-laying hens (2016, 2018)

* of respondents who answered

Stark contrast between attitudes towards individual consumption and institutional production or regulation:

- 97% agree “Whether to eat animals or be vegetarian is a personal choice, and nobody has the right to tell me which one they think I should do.”

Yet,

- 49% say they support a ban on the factory farming of animals
- 47% say they support a ban on slaughterhouses

All of respondents who answered (Sentience Institute 2017)

Focus on institutional adoption

Our mindset should focus more on convincing *institutions* to replace animal food **production** with animal-free food **production** than on convincing *individuals* to replace their animal food **consumption** with animal-free food **consumption**

Driving institutional adoption

Product development

Public perception

Uptake by food producers and distributors

Policy phasing animal farming out, and animal-free food production in

Animal welfare groups, environmental groups, industry groups

Facilitating institutional adoption: industry

Location

Marketing

The key competitive value of these products is that they represent an end to the unsustainable and cruel system of factory farming.

Policy

Establish industry groups, and work on policies that will help the industry grow, including policies that will aid public perception.

Facilitating institutional adoption: advocates

Build the animal-free food movement! Mobilize people to:

Share their support for ending factory farming and building an animal-free food system

Participate in an agitate for political action

Participate in the early adoption of new animal-free foods

Build robustly positive public perception

High quality is worth high production and retail costs for early products

Positive framing

Emphasize ethical motivations and high ground

Regulation

Safety advantages over animal farming

Play the long game: take care with acquisitions by big companies

Manage expectations

Take it easy on the hype

Play the long game

Plant-based v. cultured food adoption

Advantages: More familiar at this time, greater acceptance than cell-based at this time (Sentience Institute 2017), lower risks of hype resulting in a winter since products already developed

Disadvantages: Less appealing to consumers with high meat attachment (Bryant et al. 2019)

re build an animal free food system, focus on institutional adoption, public perception, and explicitly building the movement to end animal farming.

kelly@sentienceminstitute.org



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