



WEBINAR

Cultured meat:
will Europeans eat it?

18 February 2021 / 11:00-12:00 (CET)



ProVeg is an international food awareness organisation working to transform the global food system by replacing animal products with plant-based and cultured alternatives.

Mission

Reducing the global consumption of animal products by 50% by the year 2040.

Vision

A world where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet.



**PRO
HEALTH**



**PRO
ENVIRONMENT**



**PRO
JUSTICE**



**PRO
ANIMALS**



**PRO
TASTE**



ProVeg Incubator



New Food & New Invest
Conferences



V-Label



Corporate Engagement



Smart Protein Project



VegMed



Political Outreach



Raising Awareness



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UNIVERSITY OF
BATH



**Cellular
Agriculture
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Cultured Meat in Europe

Chris Bryant & Nathalie Rolland



Lower environmental impact.



**Our study in
France &
Germany**

**Other studies
in Europe**

**Issues for
cultured
meat
marketers**

Cultured Meat

Lower environmental impact.



No antibiotic contamination or zoonotic diseases.



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France &
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**Issues for
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Cultured Meat

Lower environmental impact.



No antibiotic contamination or zoonotic diseases.



No animals required.



Our study in
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Other studies
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Issues for
cultured
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marketers

Our study in
France &
Germany

- **Online questionnaire administered by Ipsos in December 2019.**
- **Representative sample of 1,000 adults in France and Germany (Total N=2,000)**
- **Questions about**
 - **Current meat consumption habits**
 - **Intentions to try and buy cultured meat**
 - **Importance of different assurances**
 - **Preferences for GMO vs. non-GMO cultured meat**
 - **Preferences for cultured meat vs. plant-based meat & insects**
 - **Demographics**

Other studies
in Europe

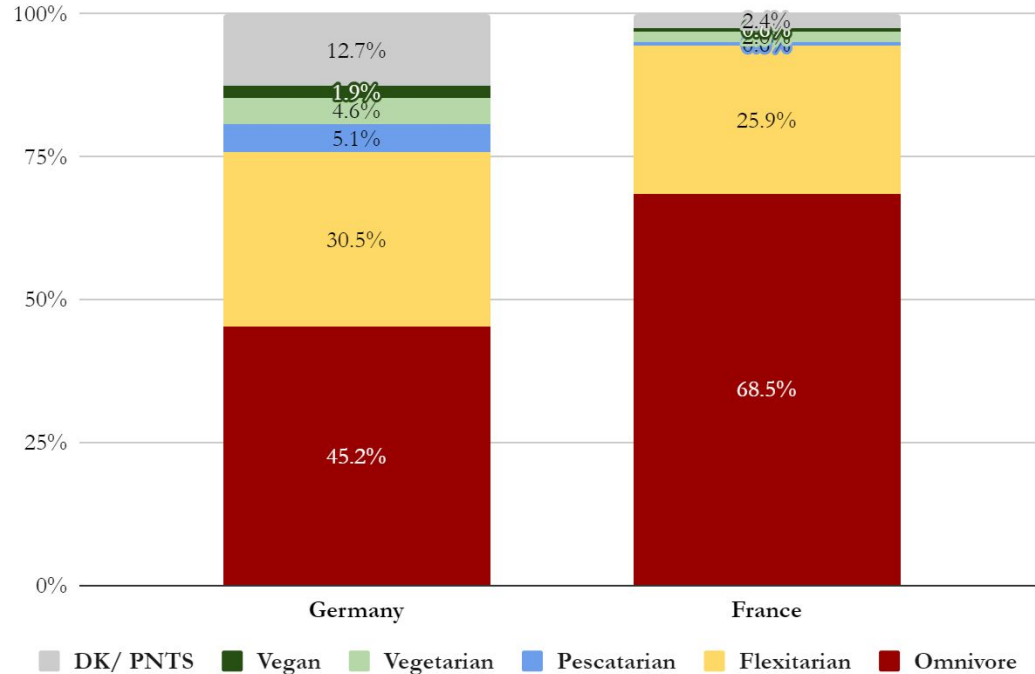
Issues for
cultured
meat
marketers

Our study in France & Germany

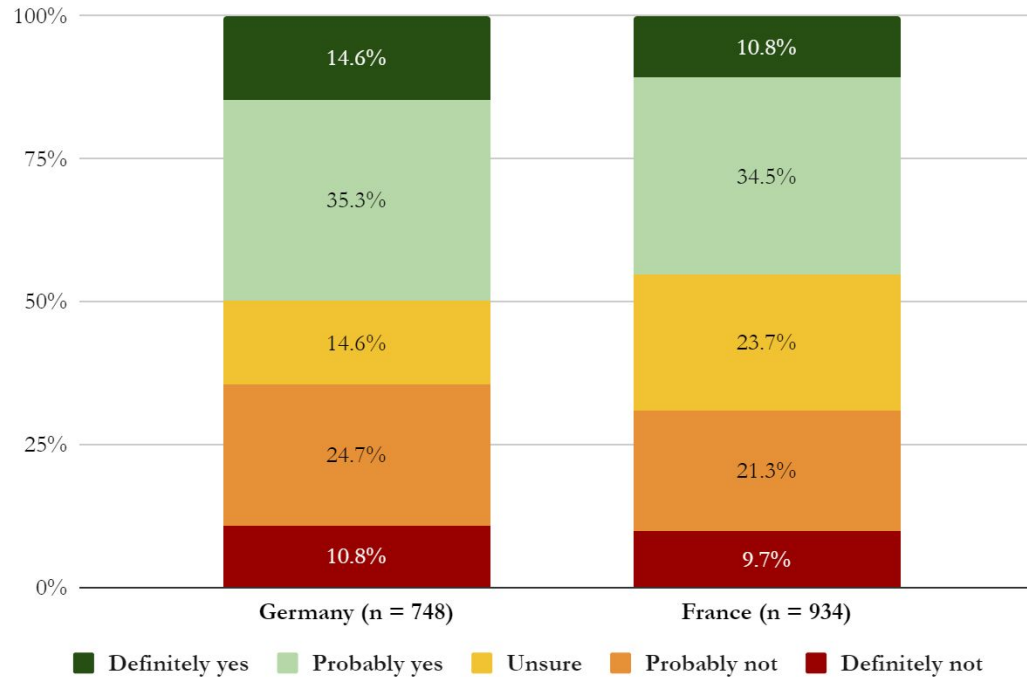
Other studies in Europe

Issues for cultured meat marketers

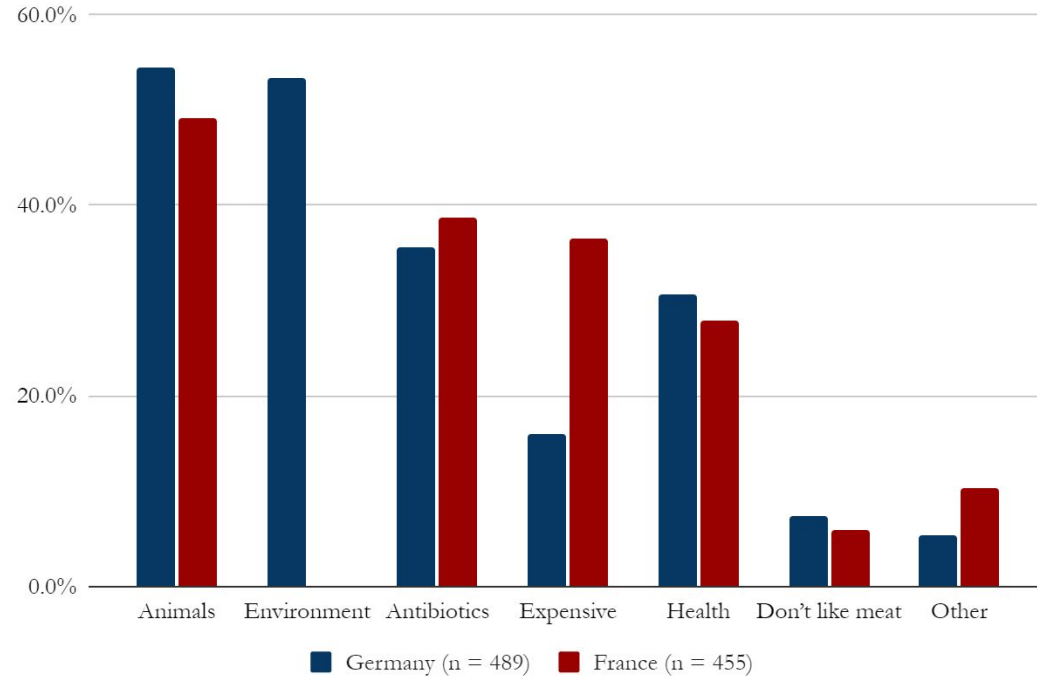
Diets



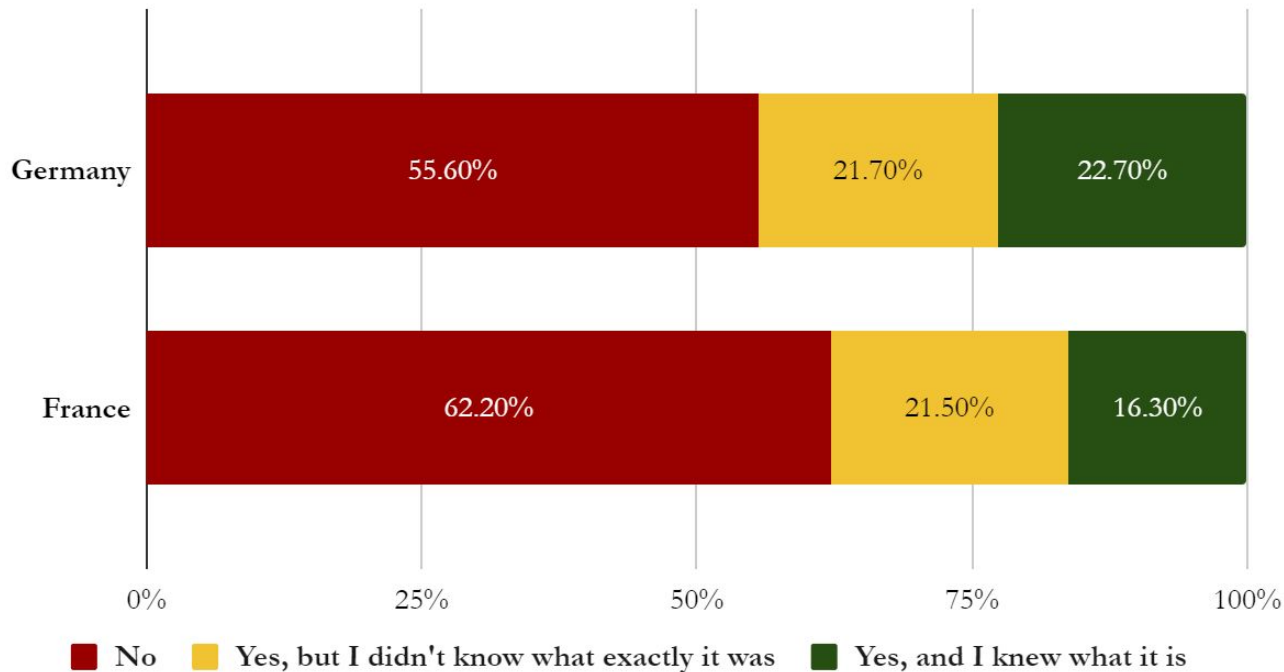
Intend to reduce future meat consumption



Reasons for reducing meat consumption



Familiarity with cultured meat

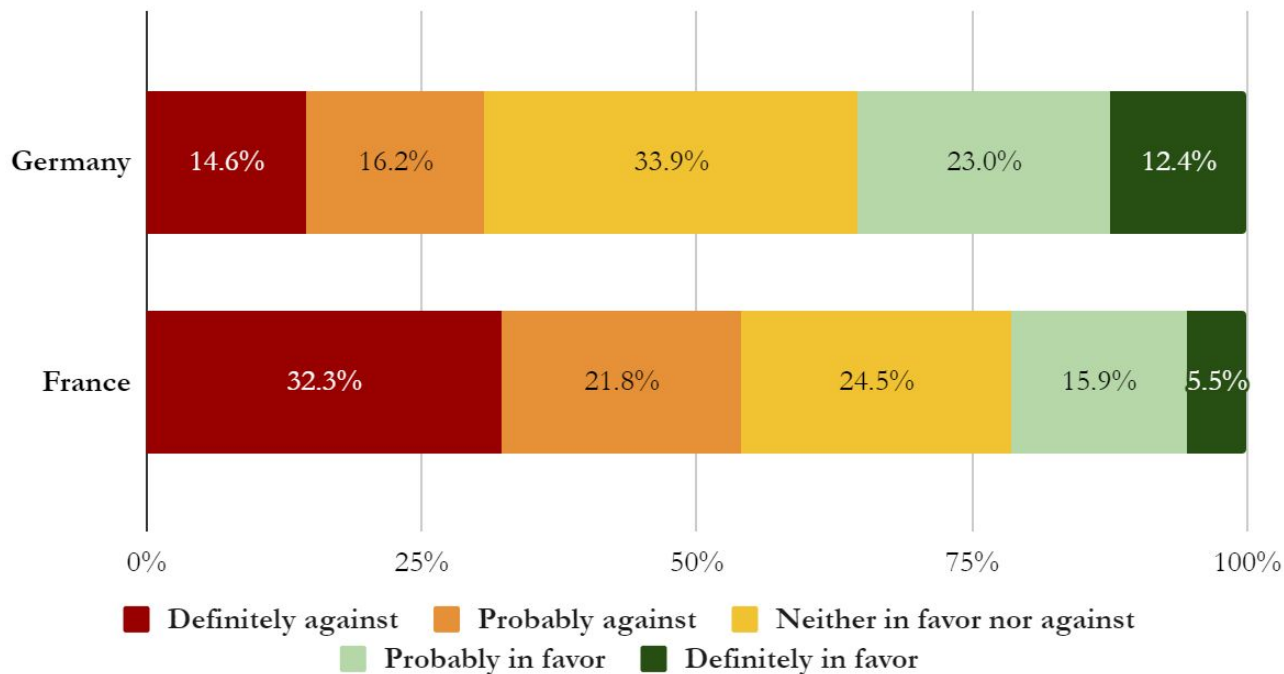


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

In favour of cultured meat

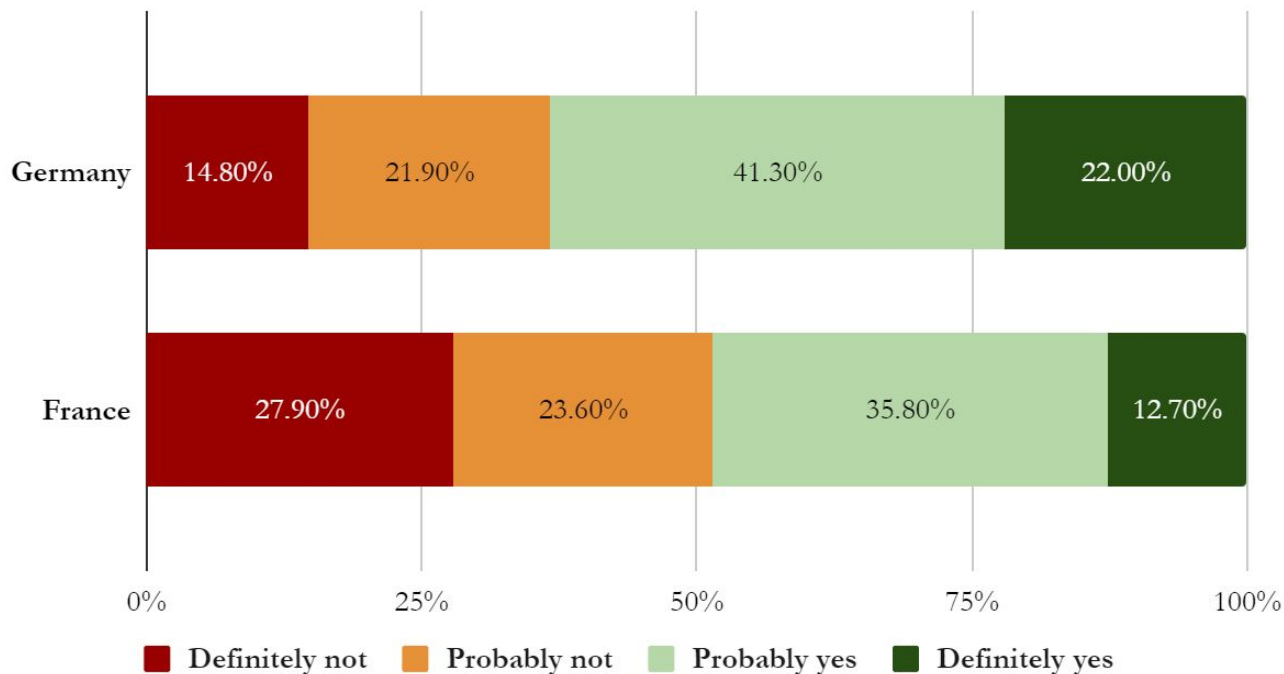


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Would try cultured meat

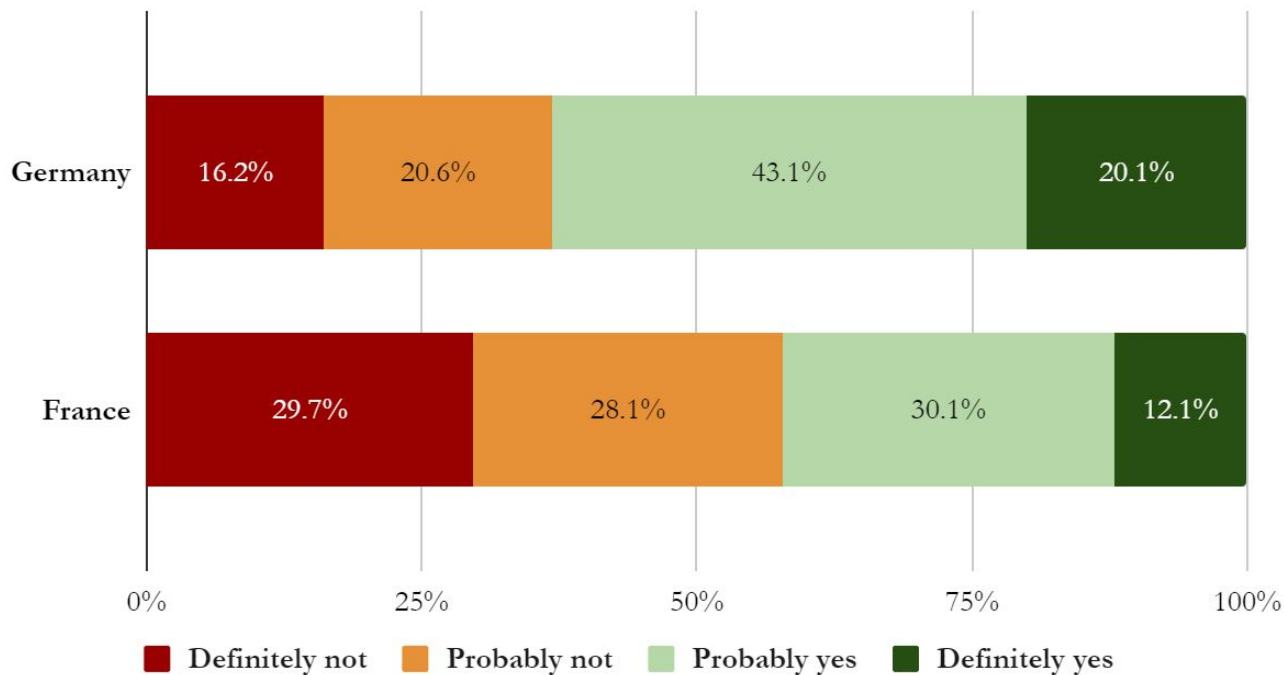


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Would buy cultured meat

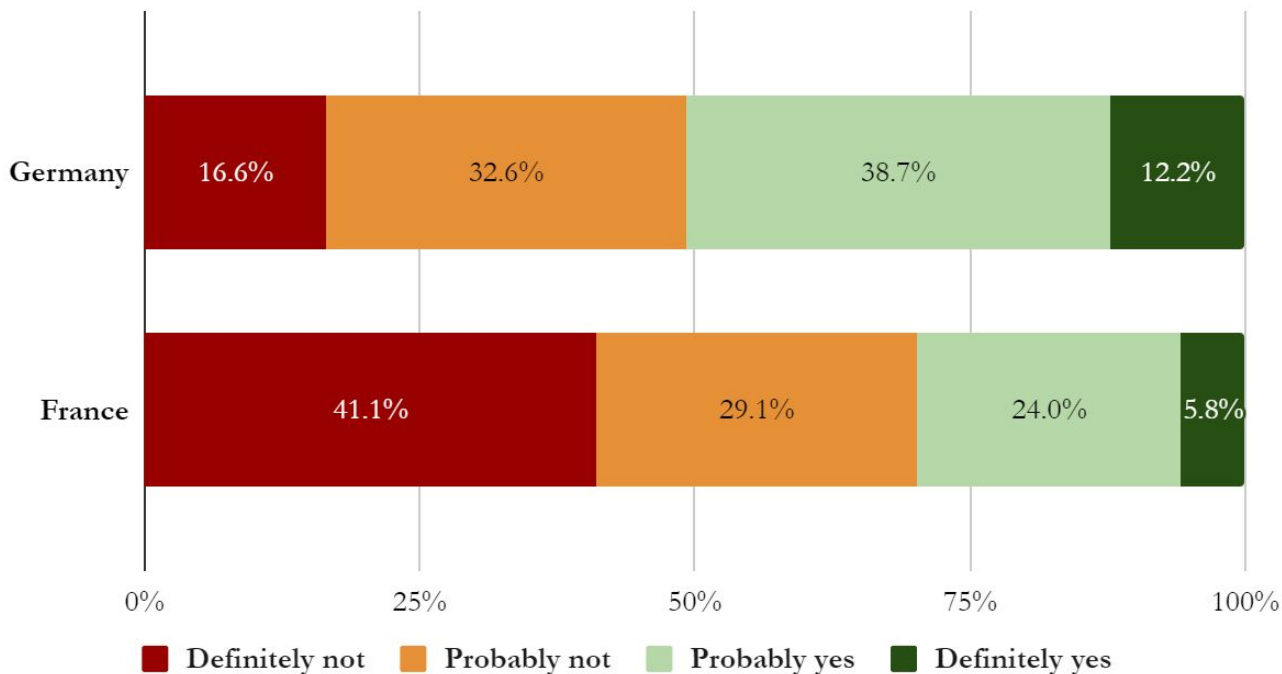


Our study in
France &
Germany

Other studies
in Europe

Issues for
cultured
meat
marketers

Would replace conventional meat with GMO cultured meat

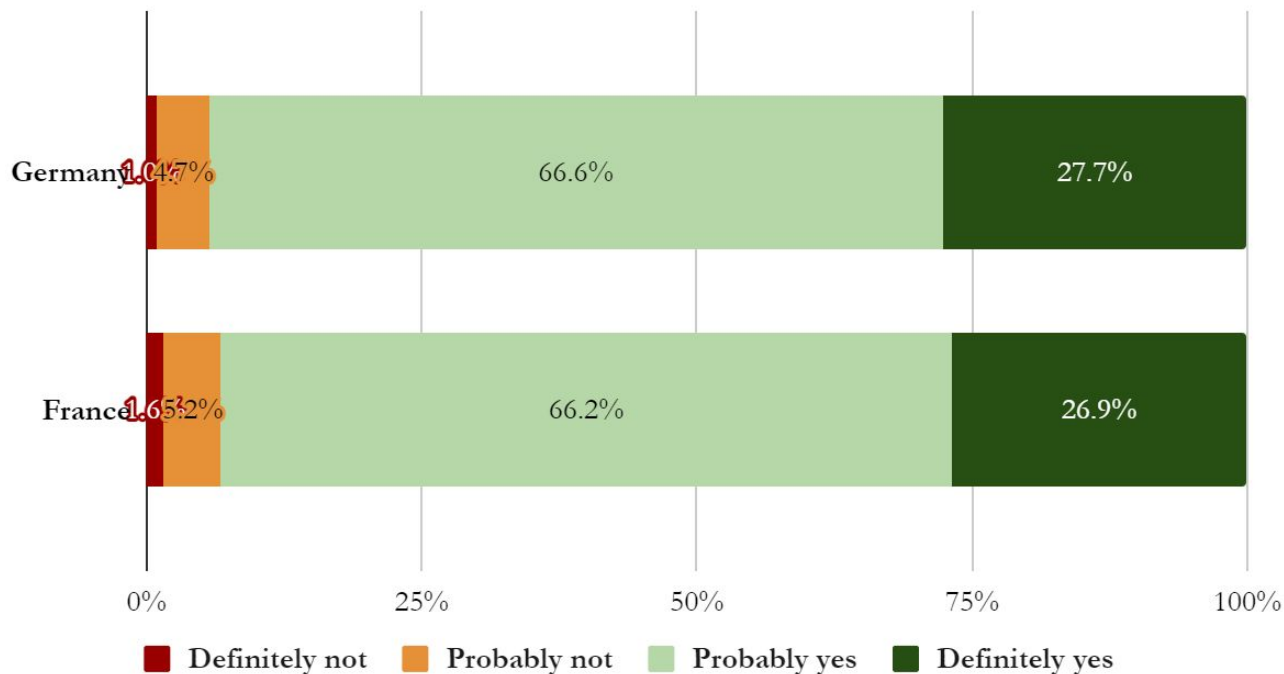


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Would replace conventional meat with non-GMO cultured meat

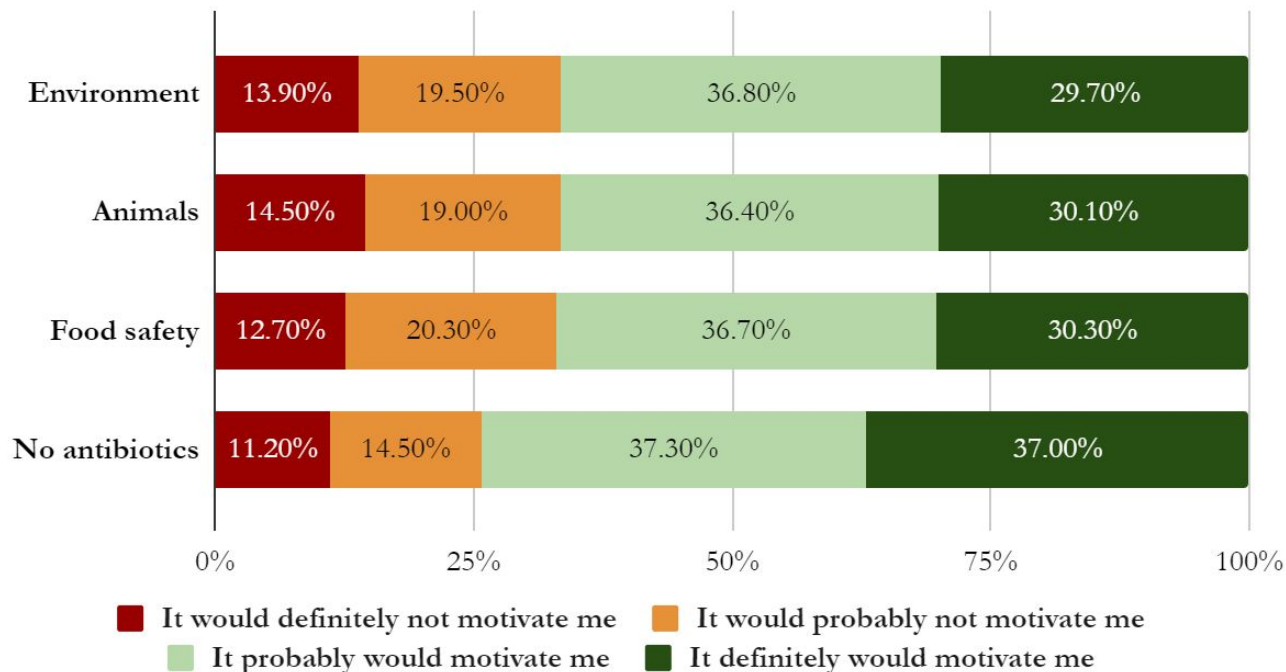


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Pressure points in Germany

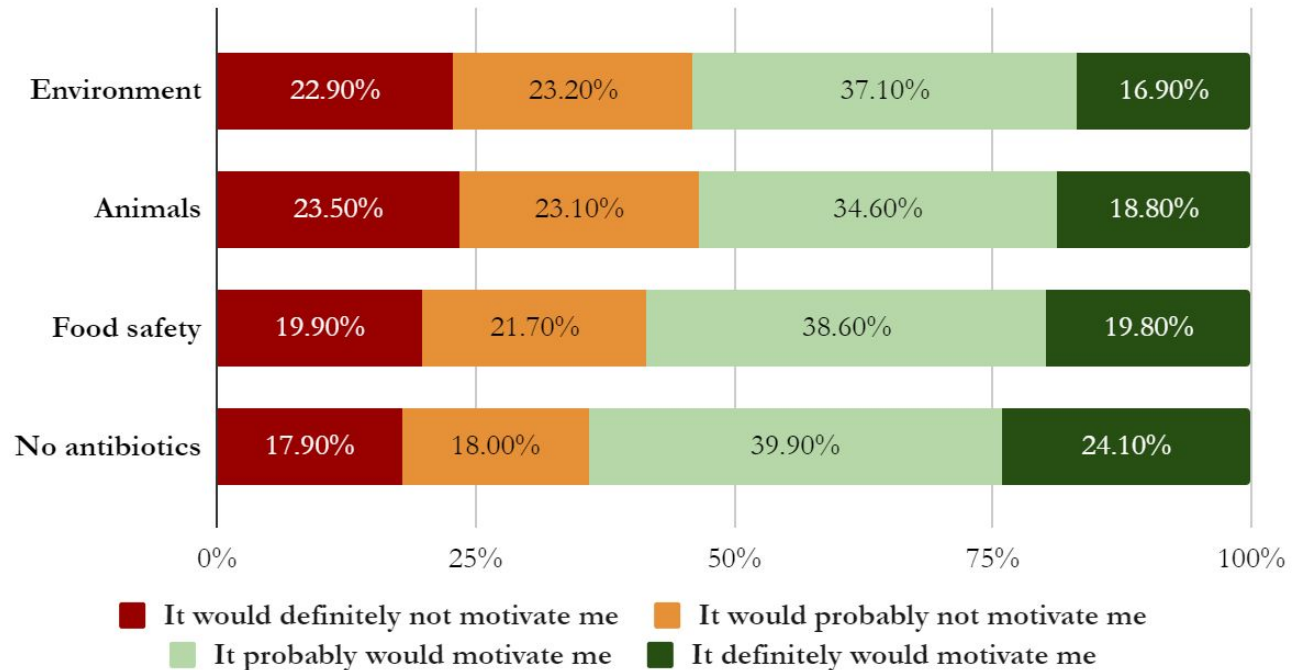


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Pressure points in France

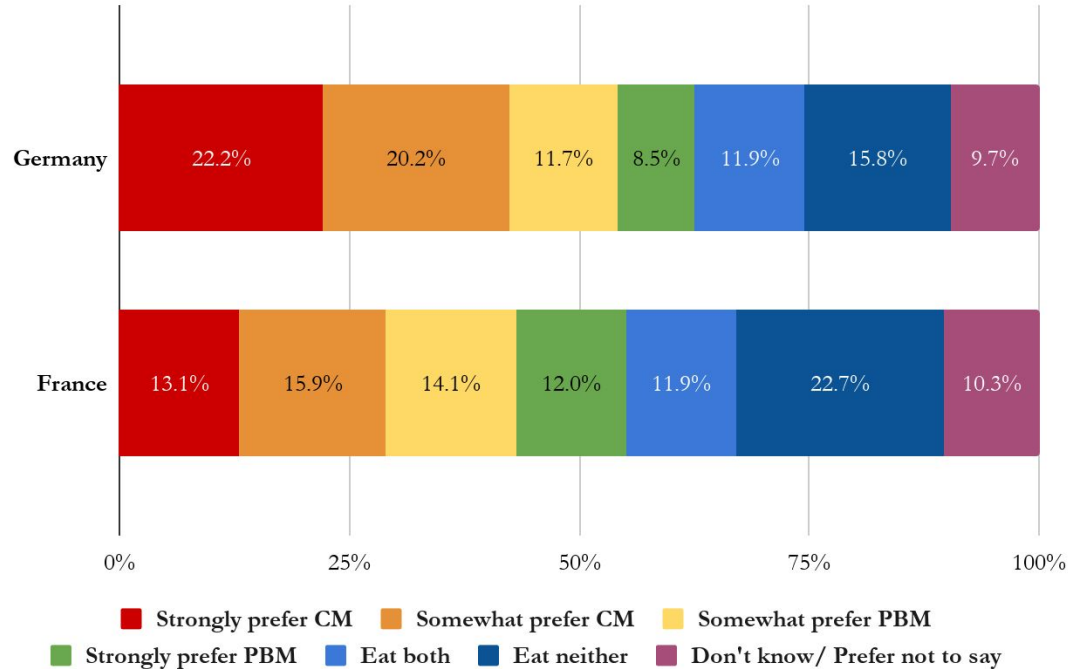


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Preference for cultured meat vs plant based meat

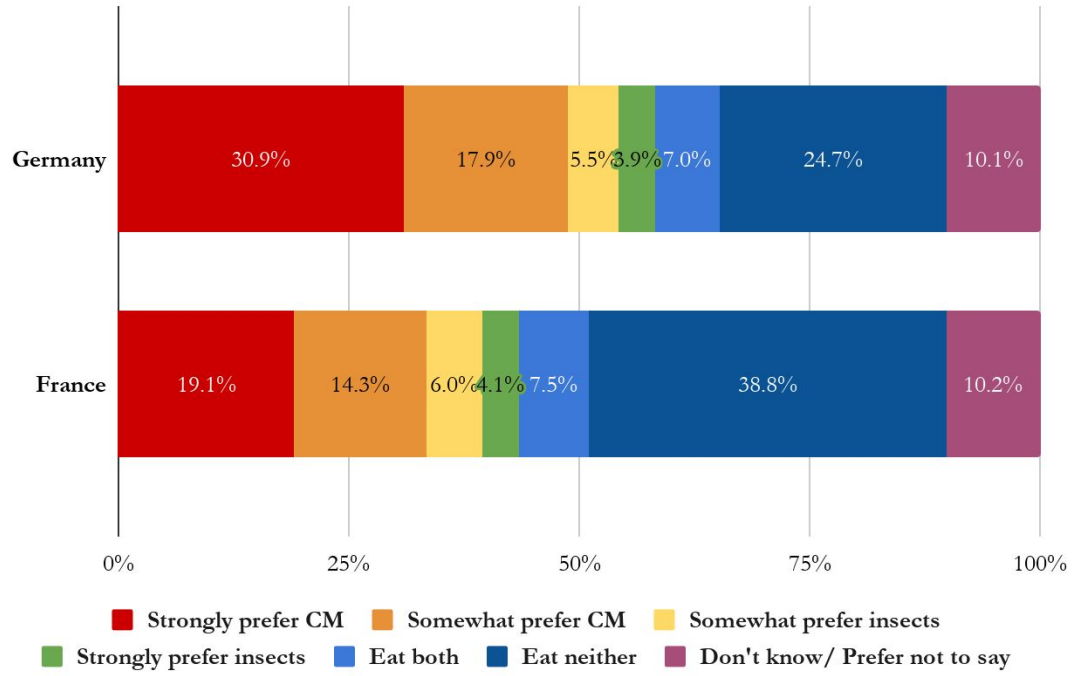


Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Preference for cultured meat vs insects



Our study in France & Germany

Factors predicting higher acceptance in France are being male, being younger, living in a more urban area, working in animal agriculture or meat production, and marginally by higher meat consumption ($p = 0.079$). In Germany, higher acceptance was predicted by being younger, and marginally by working in animal agriculture or meat production ($p = 0.070$). Whilst age, gender, and urbanness have predicted cultured meat acceptance in previous studies [21,38,39,40], the finding that those who work in animal agriculture or meat production tend to be more accepting of cultured meat is a novel and surprising one.

Other studies in Europe

Issues for cultured meat marketers

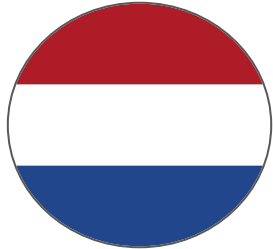
Our study in France & Germany

Other studies in Europe

Issues for cultured meat marketers

Factors predicting higher acceptance in **France** are being **male**, being **younger**, living in a more **urban** area, **working in animal agriculture or meat production**, and marginally by **higher meat consumption** ($p = 0.079$). In **Germany**, higher acceptance was predicted by being **younger**, and marginally by **working in animal agriculture or meat production** ($p = 0.070$). Whilst age, gender, and urbanness have predicted cultured meat acceptance in previous studies [**21,38,39,40**], the finding that those who work in animal agriculture or meat production tend to be more accepting of cultured meat is a novel and surprising one.

Other studies in Europe



In-person study inviting participants to try 'cultured meat'.

193 adults in Maastricht.

All participants ate (what they believed to be) cultured meat, and rated it as tastier than conventional meat which was in fact the same.

Positive information improved participants' attitudes towards cultured meat, especially information about the personal benefits.

Other studies in Europe



Survey on Belgians' attitudes to cultured meat in 2019 and 2020.

Representative samples of 1,000 participants in each wave.

In both years, 39% said they would eat cultured meat, indicating no change over time.

There was however a significant increase in satisfaction with plant-based meat, and a significant increase in concern for the environment.

Other studies in Europe



Survey of representative samples of Italian consumers.

A survey of 525 Italian adults found that 54% were willing to try cultured meat.

Major perceived benefits related to animals and the environment, while major concerns related to safety, nutrition, and taste.

Providing consumers with additional information about cultured meat increased willingness to buy, but not willingness to try.

Other studies in Europe



Other studies have further explored cultured meat in Germany.

One study with a representative German sample of 713 found that 57% said they would try cultured meat, and 30% would buy it regularly.

Another study of 718 German schoolchildren and adolescents found that young people tended to find cultured meat disgusting, though they generally prefer it to eating insects.

Recent research has found that major perceived benefits relate to animals and the environment, while major concerns relate to safety and nutrition. This sample of 1,206 German adults found that 60% would try and 35% would buy cultured meat.

Issues for Cultured Meat Marketers

1. **Solid markets** exist in many European countries.
2. **Beware of pushback** similar to that seen against GMOs.
3. **Focus on individual benefits** (e.g. health, product purity) to increase appeal.
4. **Regulation** will need to be navigated through EU's Novel Food Regulation as well as country-level regulations.
5. **Labelling** could be subject to challenges, similar to those on plant-based products.

Thanks!

Any questions?

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References

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