

# Cultivated Meat

A promising alternative protein  
to feed the future

**Julia Martin**

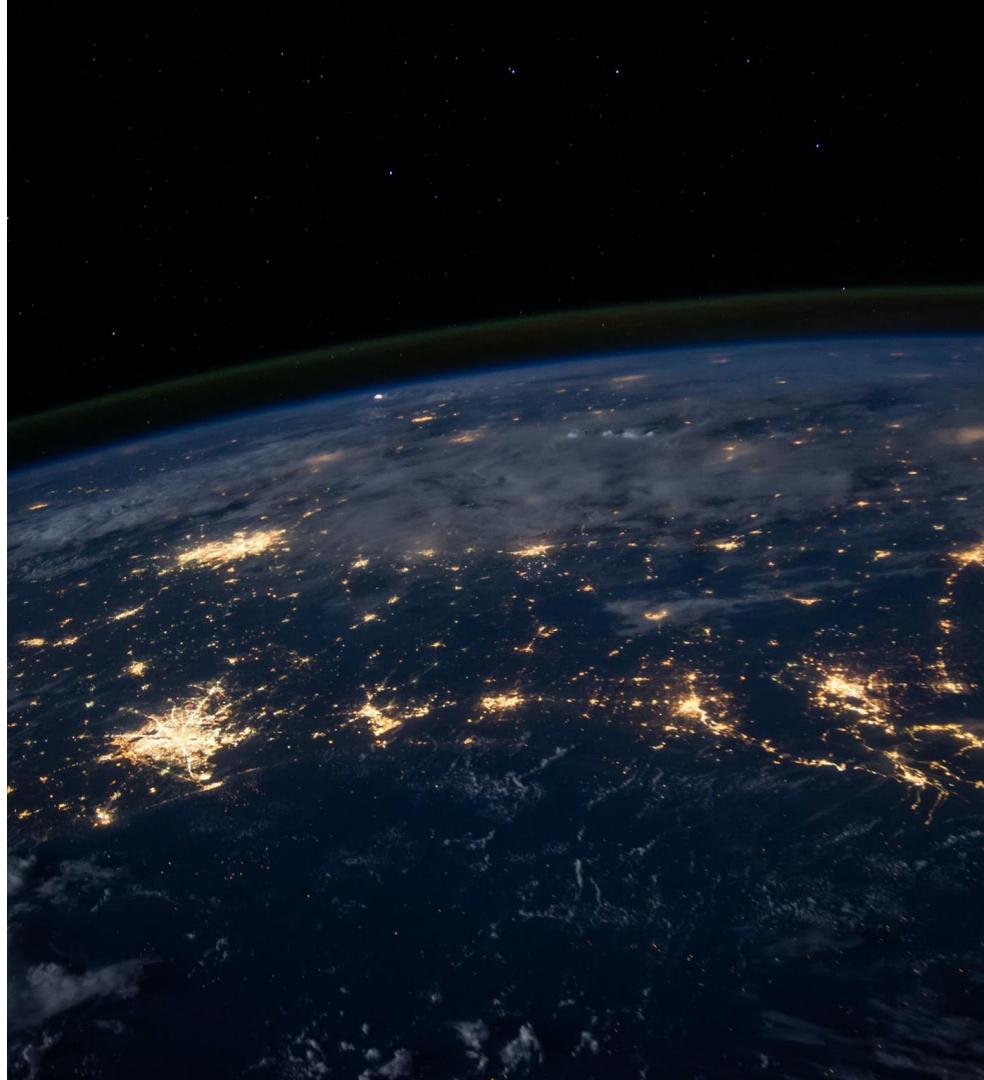
Cell Ag Project Lead



Cultivated meat (CM): what, how, why?

# Many of the world's most urgent problems share a common cause

Conventional animal agriculture  
and our food choices account for  
numerous problems.

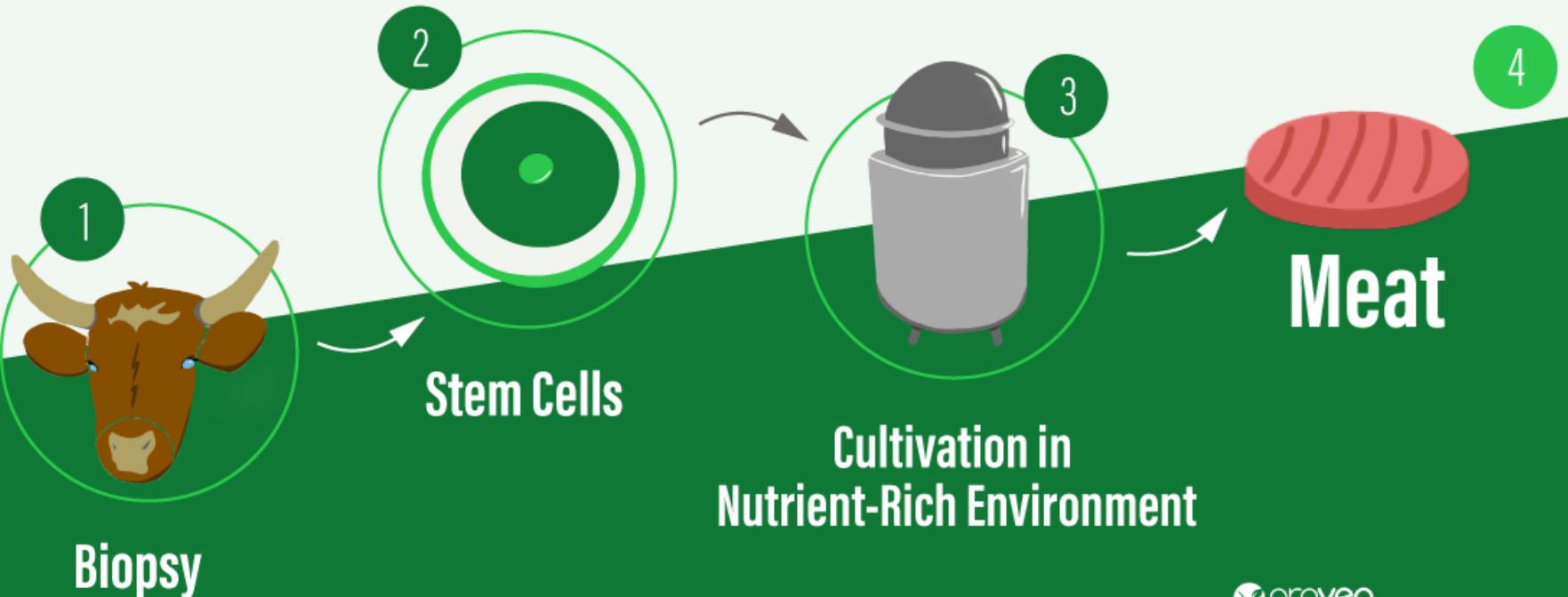




# Changing the process

## not the food

# CULTURED MEAT PRODUCTION PROCESS





# Meat that people know and like

Without compromising taste,  
nutrition and familiarity

A photograph of a white lamb standing next to its mother in a barn. The lamb is looking towards the camera, while the mother sheep is facing away. They are standing on straw-covered ground next to a wooden wall.

**No need to kill billions  
of animals every year  
or inflict suffering**

# Cultured meat could dramatically slash the climate impact of meat production



92% less pollution



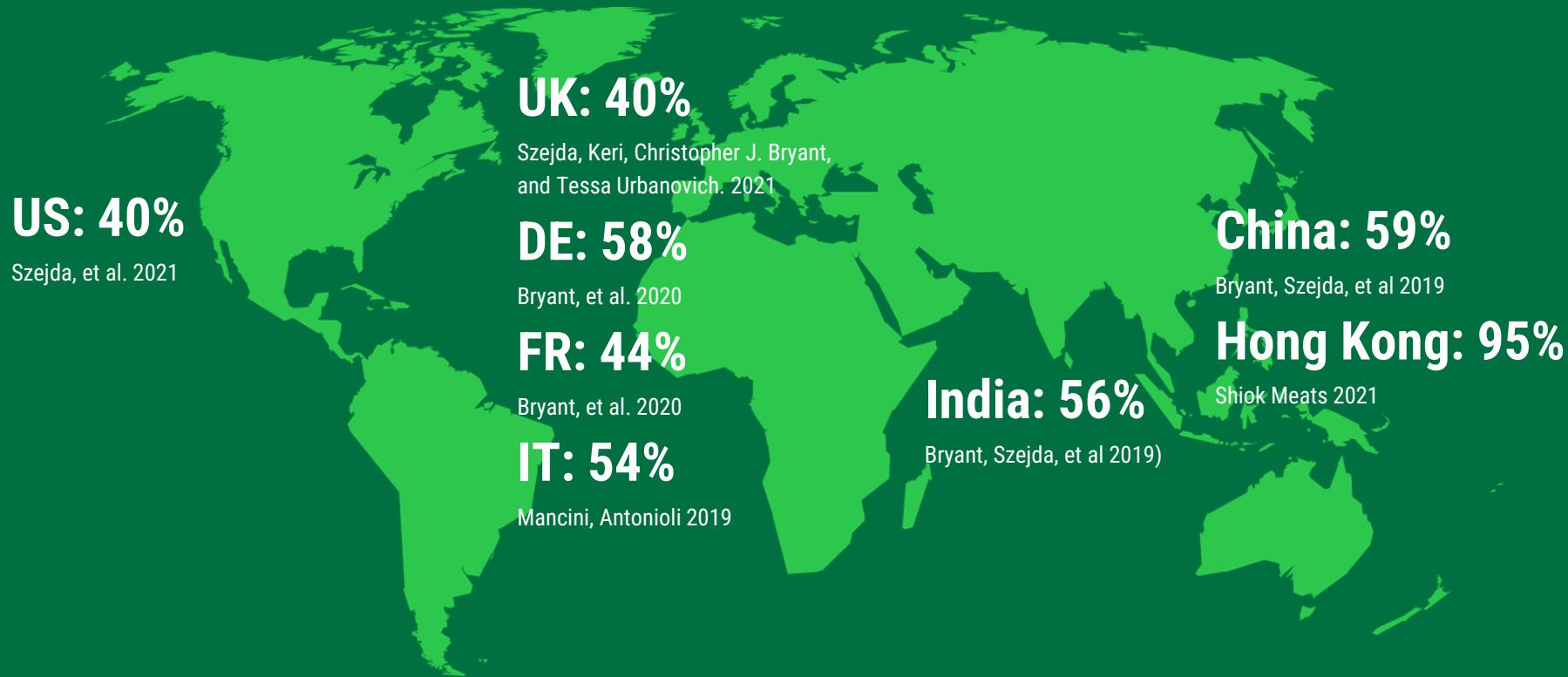
90% less land



66% less water

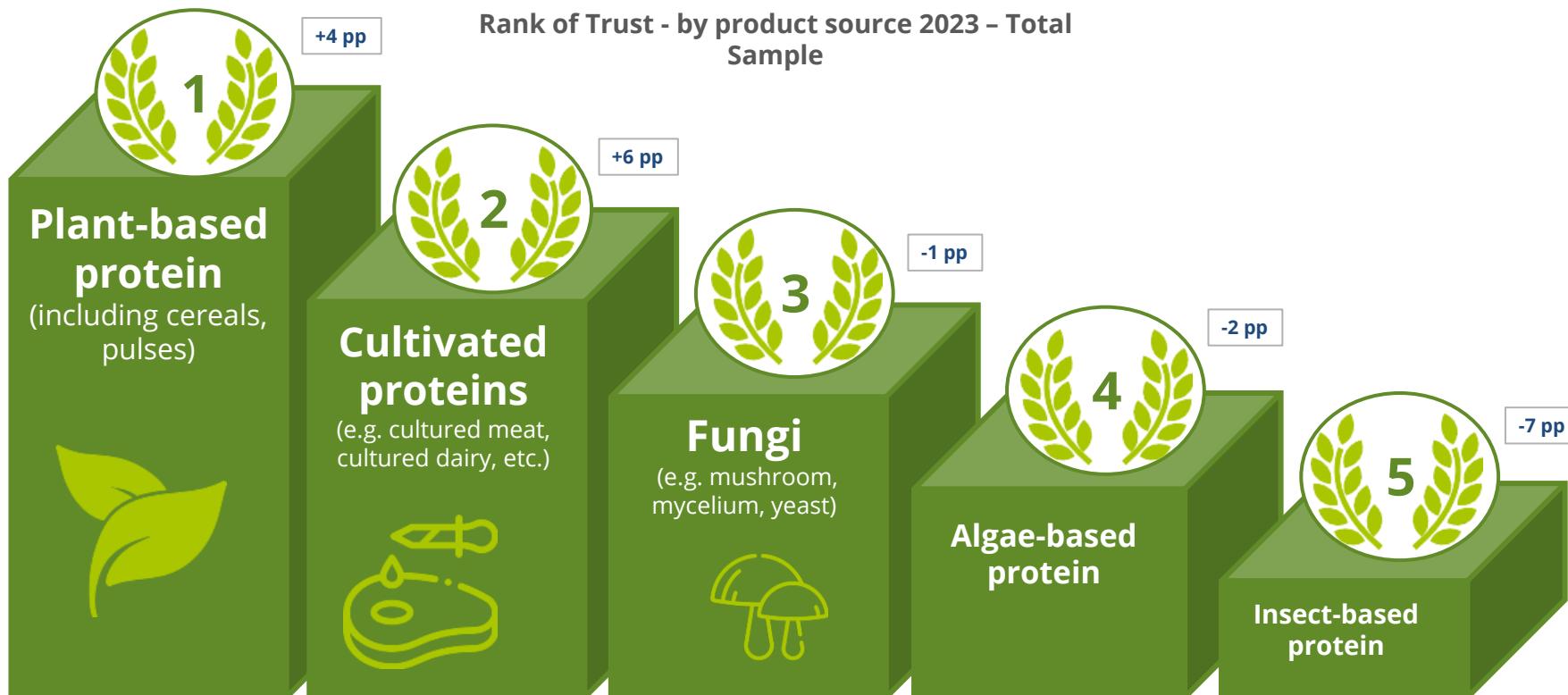
How does CM fit into the future?

# A relatively high willingness to try cultivated meat



# SMART PROTEIN PROJECT REPORT (2023):

Europeans trust **cultivated proteins** more than fungi, algae or insects!

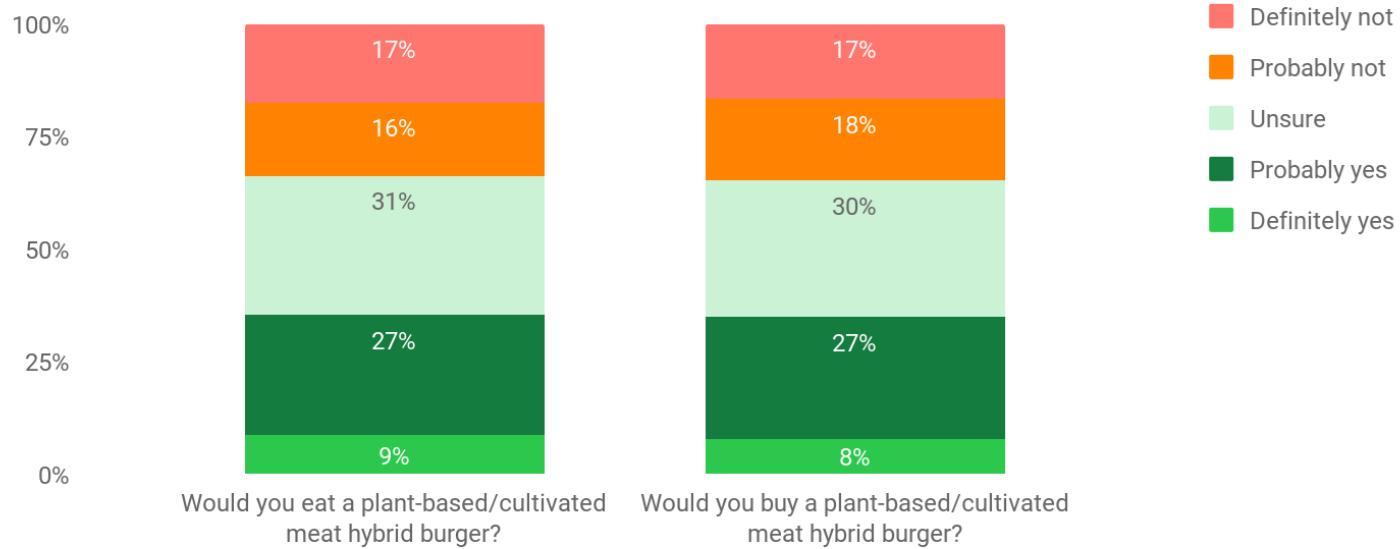


Q21: Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Single choice

**Hybrids, a blend of plant-based  
and cultivated, could be the  
earliest to reach the market**

# 35% of UK consumers would try or buy hybrid food products

Willingness to eat and buy hybrid plant-based/cultivated meat



N = 996

ProVeg, 2022

What work does ProVeg do with CM?

# Cellular Agriculture

Changing the **process**, not the food

Animal products - without the animals  
Holistic view, not only meat



**Cell cultivation**  
**(meat, seafood and dairy)**



**Precision fermentation**  
**(dairy and eggs)**

The Cell Ag Project, aims to accelerate  
cultivated alternatives by working with  
all cell ag stakeholders

# Farmers

Support ongoing projects on farmer inclusion with our knowledge

# Policymakers

Build evidence for stimulating public **funding** to scale-up technologies

# Consumers

Understand intentions (studies)  
Educate (reach)

# Corporates

Partnerships to stimulate initiatives:  
Investments, new research streams,  
intrapreneurship...



cellag  
project

# Thank you!



**Julia Martin**  
Cell-Ag Project Lead

[julia.martin@proveg.com](mailto:julia.martin@proveg.com)

