

Cultivated Meat

A promising alternative protein
to feed the future

Julia Martin

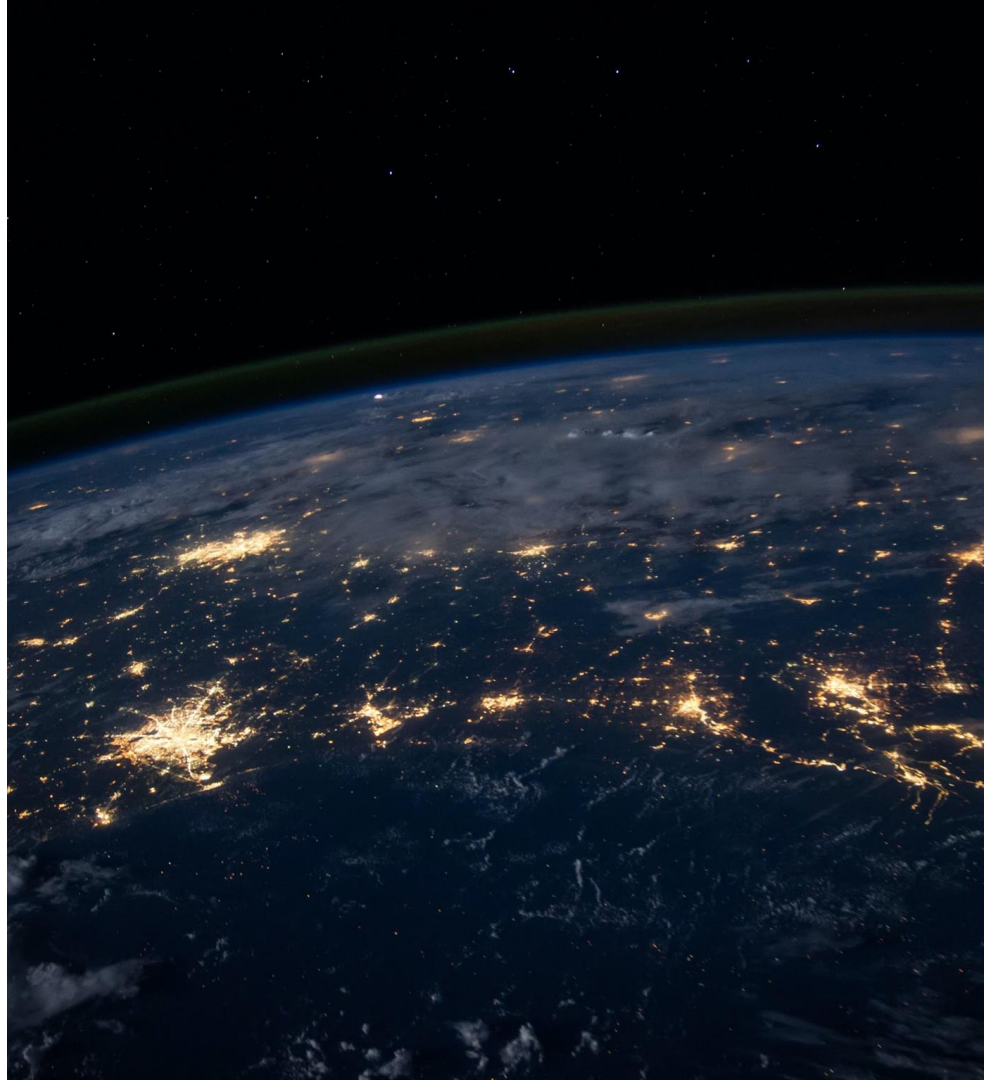
Cell Ag Project Lead



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.



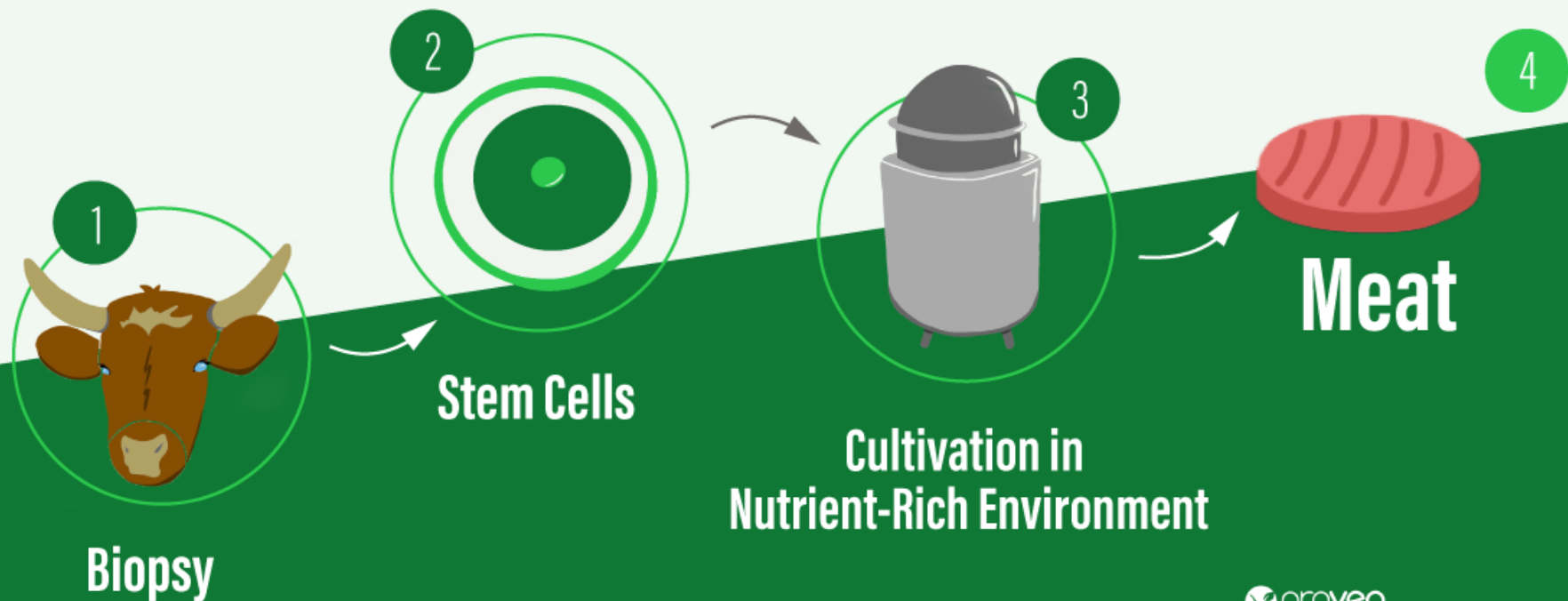
A photograph of a dairy farm showing several black and white cows in metal stalls. The cows are standing in a row, and the stalls are made of metal bars. The floor is covered with straw bedding. The text "Changing the process" is overlaid in white, bold, sans-serif font.

Changing the process

A photograph of industrial stainless steel tanks in a dairy processing plant. The tanks are large, cylindrical, and have various pipes and valves attached to them. The text "not the food" is overlaid in white, bold, sans-serif font.

not the food

CULTURED MEAT PRODUCTION PROCESS



A high-angle, close-up photograph of a group of people dining at a rustic wooden table. In the foreground, a person's hand is seen holding a small piece of bread. The table is set with various dishes: a plate with cheese, grapes, and lettuce; a glass of red wine with a lemon wedge; a small vase with white daisies; a plate with a large piece of meat and vegetables; and a bowl of soup or stew. In the background, another person is using a fork and knife to eat from a bowl. The overall atmosphere is warm and communal.

**Meat that people
know and like**

**Without compromising taste,
nutrition and familiarity**

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



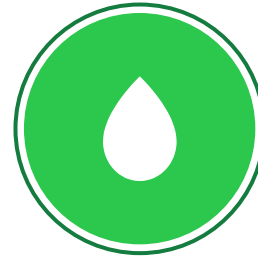
Cultured meat could dramatically slash the climate impact of meat production



92% less pollution



90% less land



66% less water

| How does CM fit into the future?

A relatively high willingness to try cultivated meat

US: 40%

Szejda, et al. 2021

UK: 40%

Szejda, Keri, Christopher J. Bryant,
and Tessa Urbanovich. 2021

DE: 58%

Bryant, et al. 2020

FR: 44%

Bryant, et al. 2020

IT: 54%

Mancini, Antonioli 2019

India: 56%

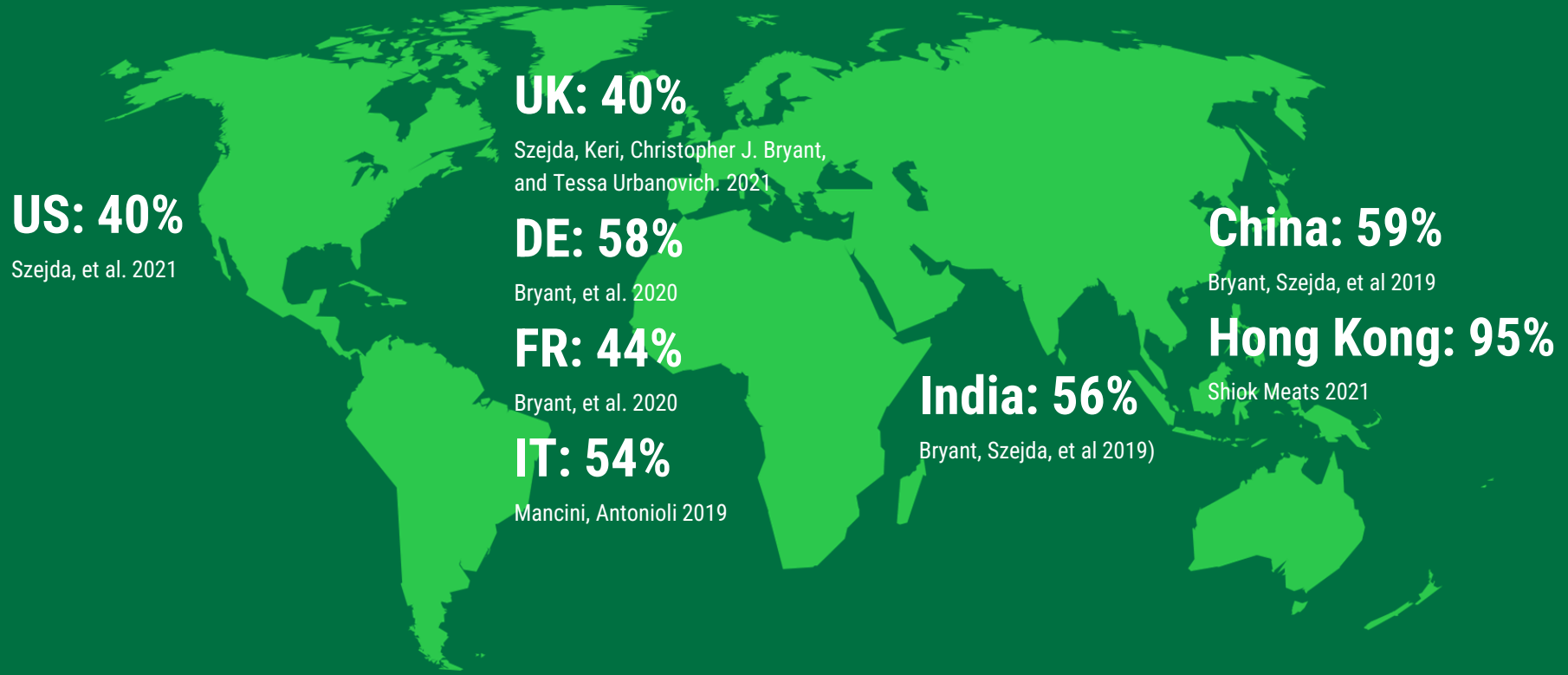
Bryant, Szejda, et al 2019)

China: 59%

Bryant, Szejda, et al 2019

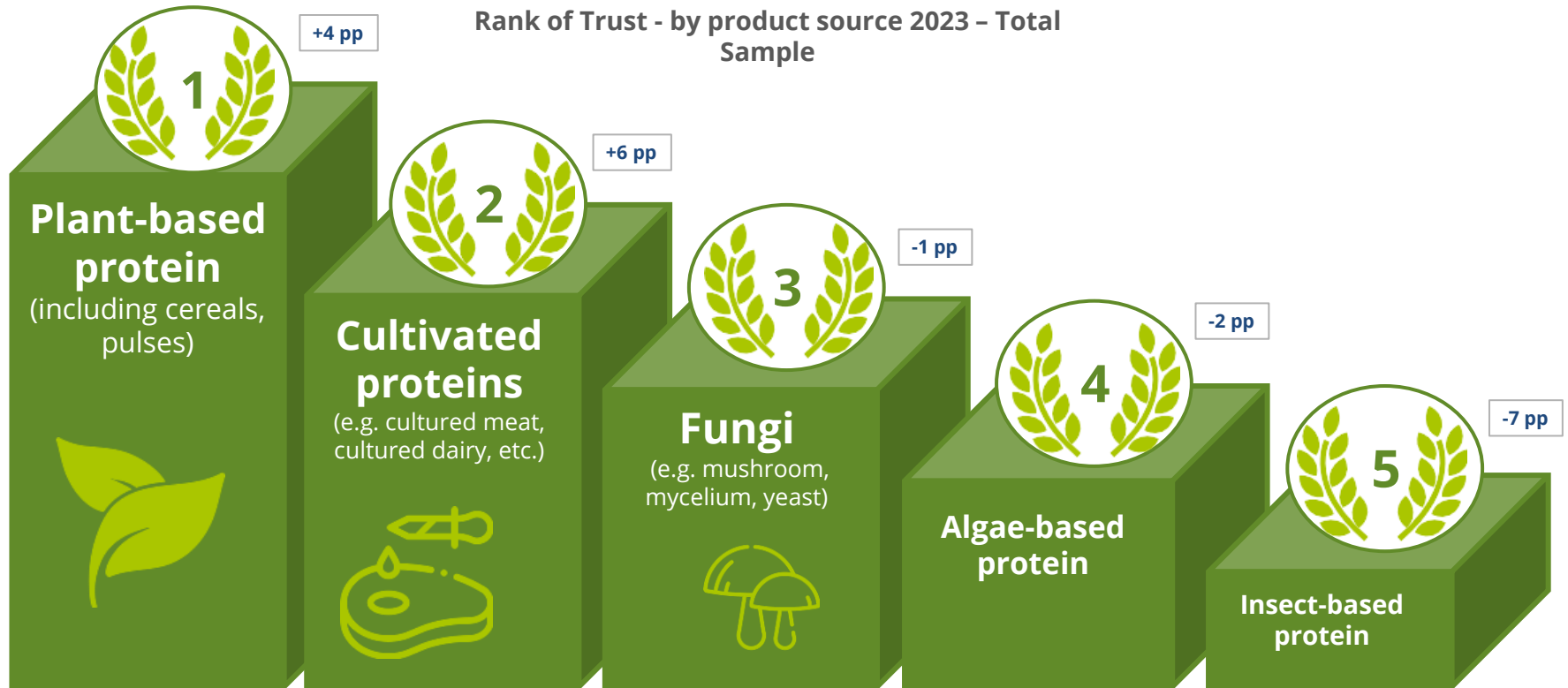
Hong Kong: 95%

Shiok Meats 2021



SMART PROTEIN PROJECT REPORT (2023):

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

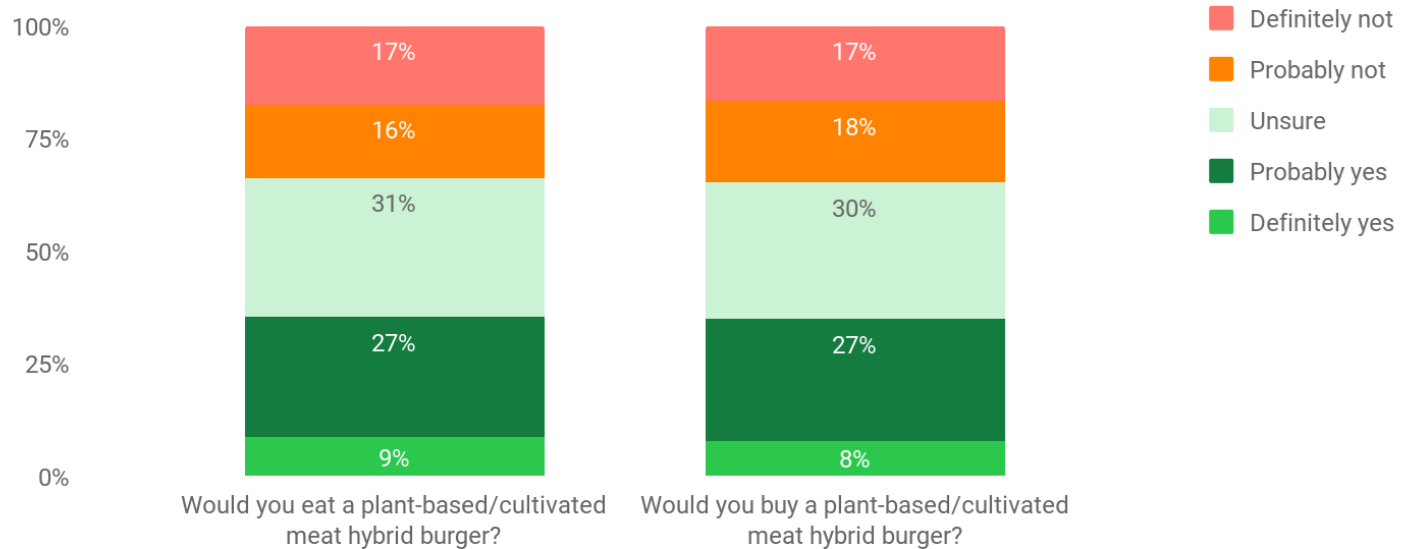


Q21: Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Single choice

**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



cellag
project

Consumers

Understand intentions (studies)
Educate (reach)

Corporates

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

Thank you!



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