

“WHAT IS THE CONSUMER ACCEPTANCE OF CULTURED MEAT AMONGST INDIVIDUALS ABOVE THE AGE OF 18 YEARS IN THE NETHERLANDS, BELGIUM, AND GERMANY?”

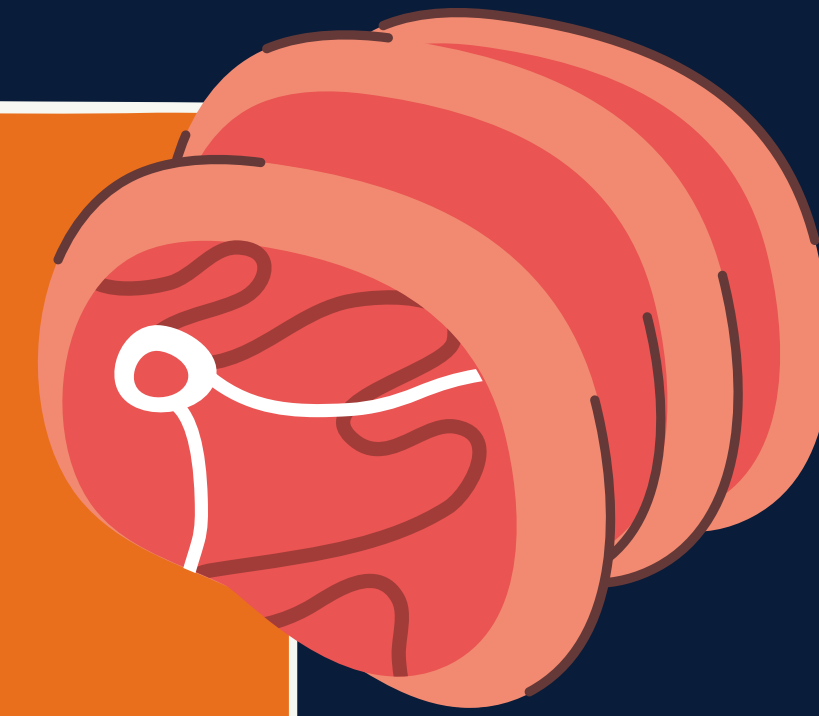
(1) INTRODUCTION

Livestock production poses serious threats to sustainability, animal welfare, and food security. In order to meet growing demand, a solution must be found. Could it be cultured meat?

COULD IT BE CULTURED MEAT?

OUR OBJECTIVE:

Investigate the consumer acceptance of cultured meat in the Netherlands, Belgium, and Germany



(3) RESULTS

1. Preferred product name? **"Cultivated burger"**
2. What changed due to the infographic?
 - a. Willingness to consume & acceptance of cultured meat increased significantly
 - b. Willingness to buy decreased significantly
3. The main barrier preventing people from purchasing cultured meat? **"Unnaturalness"**
4. Demographic profile of the target market?
 - a. People who consume **more conventional meat** are **more likely to consume cultured meat**
 - b. People who consume **more plant-based meat** are **less likely to consider cultured meat as an alternative** to plant-based meat
5. Demographics do not significantly affect willingness to consume cultured meat. However, a **trend toward younger age is visible.**
6. How often do participants expect to eat cultured meat? **3-4 times a week**



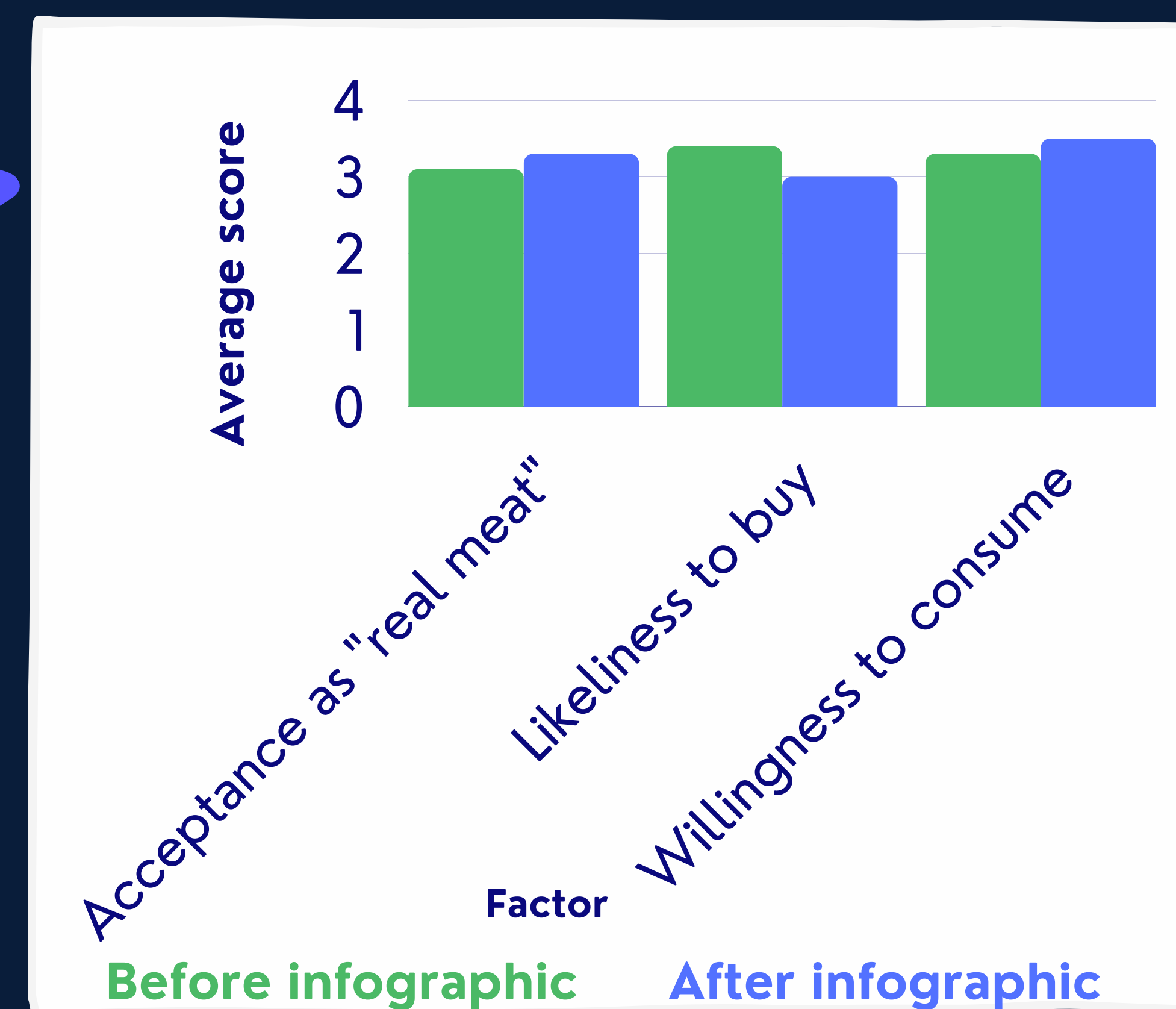
(2) METHODOLOGY

- Literature review
- Survey including infographic: concerns and benefits of conventional vs. cultured meat
- Participants = 18+ in the Netherlands, Belgium, and Germany
- N = 358



(4) CONCLUSION

- Information on the infographic **increased acceptance** of the product but also **reduced the likelihood of purchasing it**
- Public awareness and understanding of the topic are expected to increase over time.
- Regulations surrounding cultured meat sales remain a subject of discussion



(5) RECOMMENDATIONS

- Effective strategies for promoting acceptance and uptake of cultured meat?
- Addressing psychological barriers that consumers may have towards accepting cultured meat, such as the "unnaturalness"

CONVENTIONAL BEEF VS. CULTURED BEEF

Cultured meat is not a plant-based substitute. It is real meat that, under a microscope, is identical to meat from a cow or any other animal.

HOW IS IT PRODUCED?

What are the main steps involved in creating ground beef in a lab?

1. A biopsy is performed to collect animal cells called myosatellite cells. These cells are responsible for creating new tissue when muscle is injured.
2. The cells are placed in a culture medium with nutrients and growth factors.
3. For large scale production, growth is accelerated by using a bioreactor.
4. The muscle cells group together, creating a small amount of muscle tissue.
5. After about nine weeks, multiple filaments combine to form muscle tissue, which can be processed into ground beef.

ENVIRONMENTAL IMPACT

Cultured meat may have a positive environmental impact. However, other research suggests that over the long term, the environmental impact of cultured meat could be higher than that of livestock.

Of all food groups, beef has the **largest negative impact** on climate change.

18% of global greenhouse gas emissions come from the livestock sector.

Estimated environmental impact differences

Category	Conventional beef	Cultured beef
Greenhouse gas emissions*	4%	55%
Energy use	1%	4%
Land use		
Water use		

ECONOMIC IMPACT

1 MILLION PEOPLE Have direct jobs in the European livestock sector.

Animal farmers could be most negatively affected by the transition towards cultured meat.

Since the slaughter of animals will not be necessary anymore, their livestock sizes will decrease tremendously and **job losses** among farmers will be inevitable.

SOURCES: MOSA MEAT, FOOD AND AGRICULTURE ORGANISATION (UNITED NATIONS), GREENPEACE, EUROPEAN PARLIAMENT