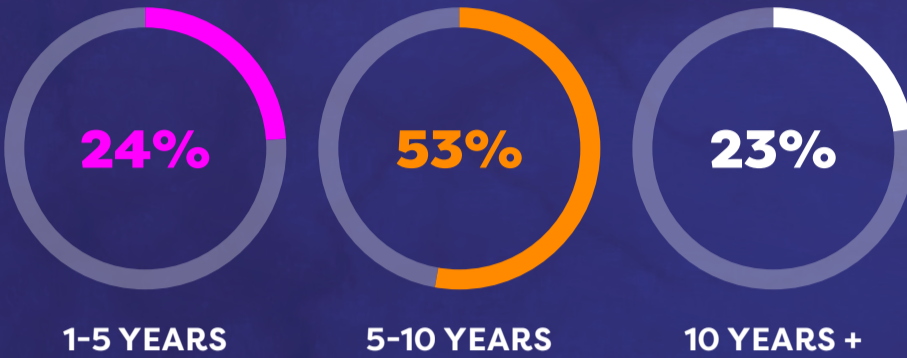


At a time when our environmental footprint is at its largest & demand for animal-based products is growing rapidly, ensuring sustainability & reducing our impact on a global scale is paramount. Cell-based meats offer a solution. However, the industry is currently facing challenges in bringing transformational cell-based meat products to market. Ahead of the inaugural **Industrializing Cell-Based Meats Summit** we conducted an industry-wide survey to understand more about the current trends and future directions in the commercialization of cell-based meats.

HOW LONG AFTER GROUND CELL-BASED MEAT PRODUCTS WILL IT BE BEFORE WE SEE CUTS OF CELL-BASED MEATS, SUCH AS STEAK AND CHICKEN BREAST?



93%

OF RESPONDENTS THINK THAT **CELL-BASED MEATS WILL EVENTUALLY TASTE THE SAME AS TRADITIONAL MEAT**

62%

BELIEVE THAT THE **GREATEST ETHICAL OPPOSITION** TO CELL-BASED MEATS AT THIS TIME IS **THAT IT SEEMS 'UNNATURAL'**

HOW MANY COWS, PIGS, CHICKENS, ETC. WOULD BE NEEDED TO PRODUCE ENOUGH MEAT OF THOSE VARIETIES FOR THE COUNTRY TO SOLELY EAT LAB-GROWN MEAT?



47%

OF RESPONDENTS BELIEVE THAT **COST IS THE BIGGEST CHALLENGE AS YOU SCALE-UP** FROM LAB AND PILOT SCALE TO COMMERCIALIZATION

THE THREE MOST POPULAR CONSUMER-FRIENDLY NAMES TO CALL CELL-BASED FOODS:

- 1** CLEAN MEAT
- 2** CULTURED MEAT
- 3** CELL-BASED MEAT

76%

OF RESPONDENTS BELIEVE THAT **GENETIC MODIFICATION AND CULTURING MEAT ARE COMPATIBLE**