

A still life composition of various food items on a rustic wooden table. In the foreground, there are two pieces of raw red meat on a wooden cutting board. To the left, a glass jar is filled with white milk. Behind the meat, a small bowl contains walnuts. To the right, a carton of brown eggs sits next to a large wedge of cheese. Several wooden bowls contain different types of grains and seeds, including white rice, oatmeal, and dark chia seeds. In the background, more cheese is visible. The overall scene is warm and textured, with the wooden table providing a natural backdrop for the food.

Animal-free meat and dairy What does the public think?

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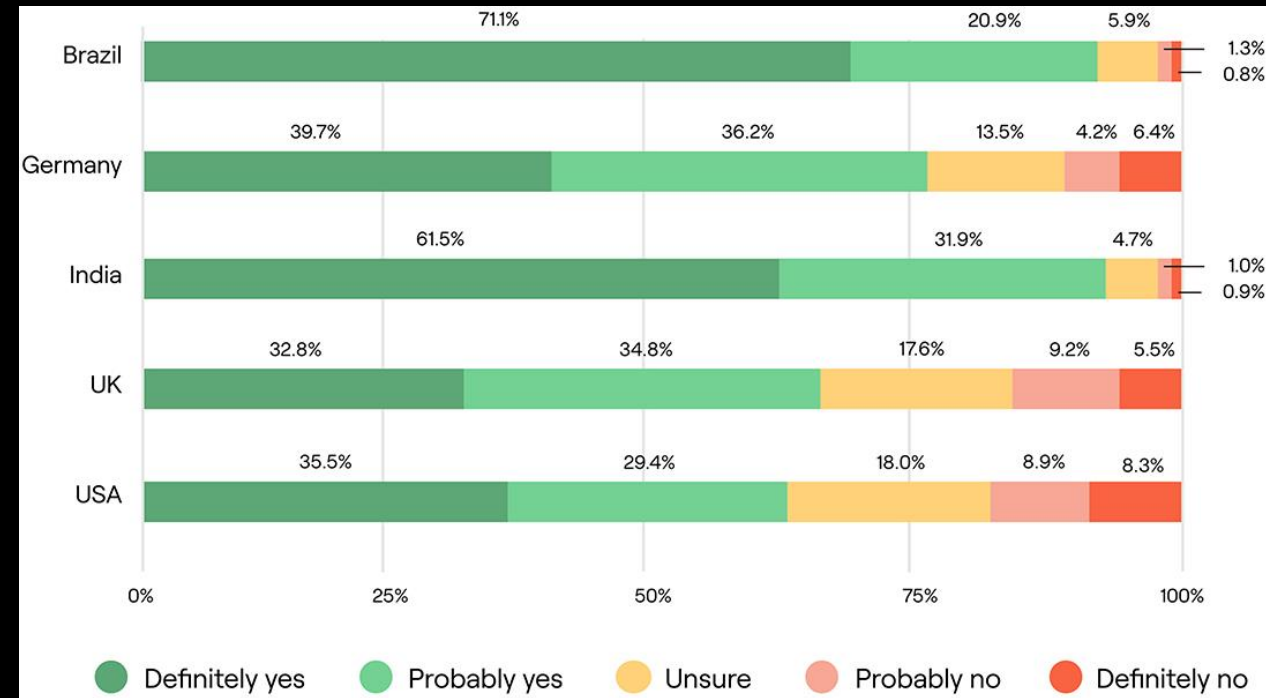
Seven studies of consumer attitudes towards precision fermentation and cultured meat

- Don't have a cow, man: Consumer Acceptance of Animal-free Dairy products in five countries
- Precision fermentation: is the world ready for animal-free dairy?
- Consumer Acceptance of Cultured Meat: An Updated Review (2018–2020)
- Alternative proteins, evolving attitudes: Comparing consumer attitudes to plant-based and cultured meat in Belgium in two consecutive years.
- Cultured Meat in Germany: Consumer Acceptance and A Nomenclature Experiment
- A Survey on Polish Consumers' Perceptions of Meat Produced from Stem Cells in Vitro
- Does the future of meat in France depend on cultured muscle cells? Answers from different consumer segments

Willingness to try is high

“Would you try animal-free cheese?”

- Probably/definitely yes: 79%
- Higher in Germany than UK
- Favorite word: ‘animal-free dairy’



From: Don't have a Cow, Man: Consumer Acceptance of Animal-Free Dairy Products in Five Countries

The same is true for cultured meat

- In most countries, a majority says they are 'willing to try'
 - Germany: 60% willing to try
 - Belgium: 39.3% willing to buy
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Drivers of acceptance: societal



Animal welfare

People – including meat eaters – are deeply conflicted about the morality of killing animals for food



Environmental benefits

Particularly greenhouse gas emissions;
but also land use and water use



To a lesser extent:
Feeding the world



Drivers of acceptance: personal



Precision
fermentation:

Expectations of
better taste (better
than plant-based proteins)



Healthiness



A close-up of a hand held up, palm facing forward, in a universal 'stop' gesture. The hand is in sharp focus, showing skin texture and line patterns. The background is heavily blurred, showing a person's face and dark hair, and some out-of-focus light sources, possibly from a window or festive lights. The overall tone is somber and contemplative.

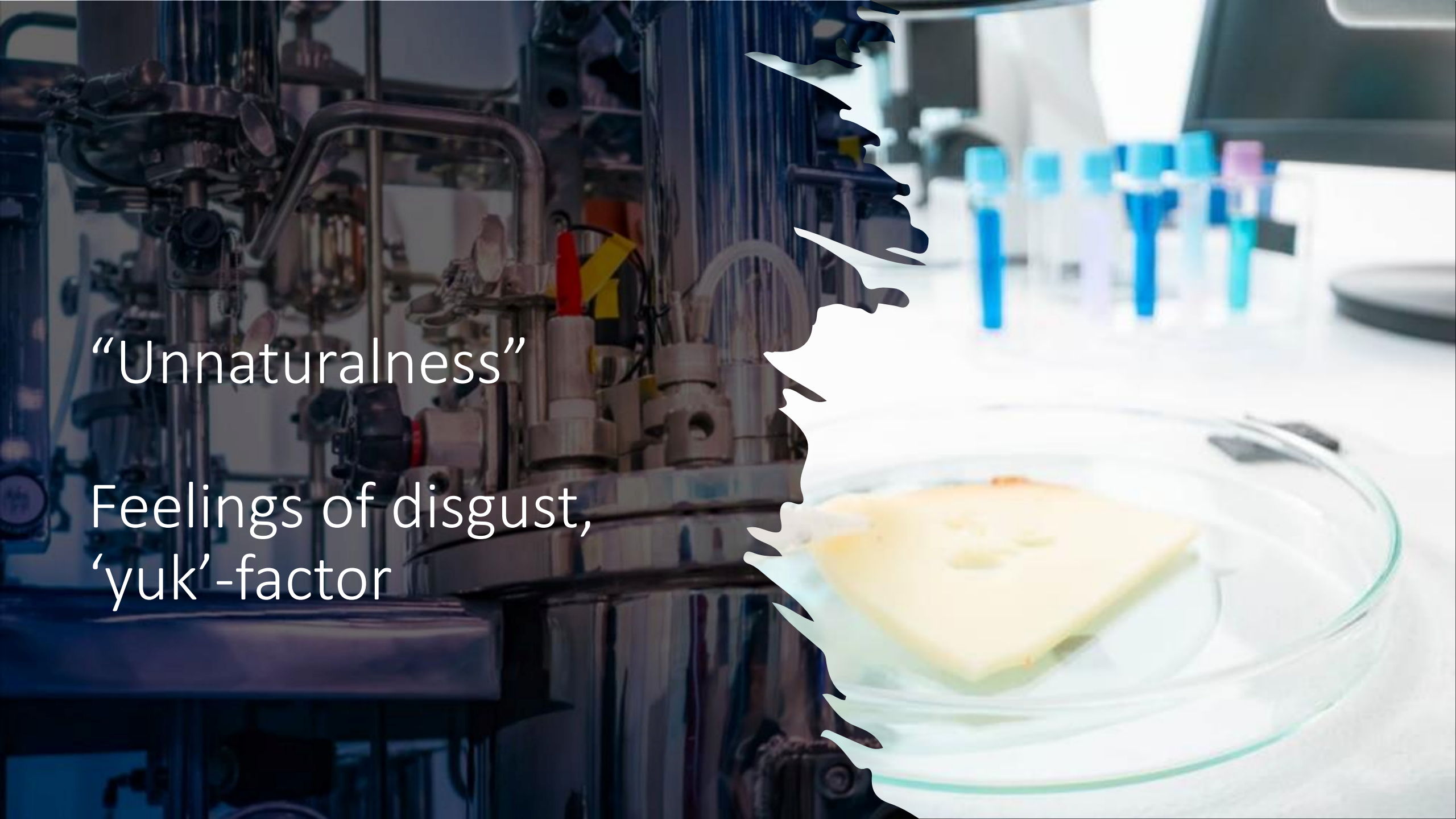
Drivers of rejection



Unfamiliarity, lack
of knowledge

Food safety;
impact on health





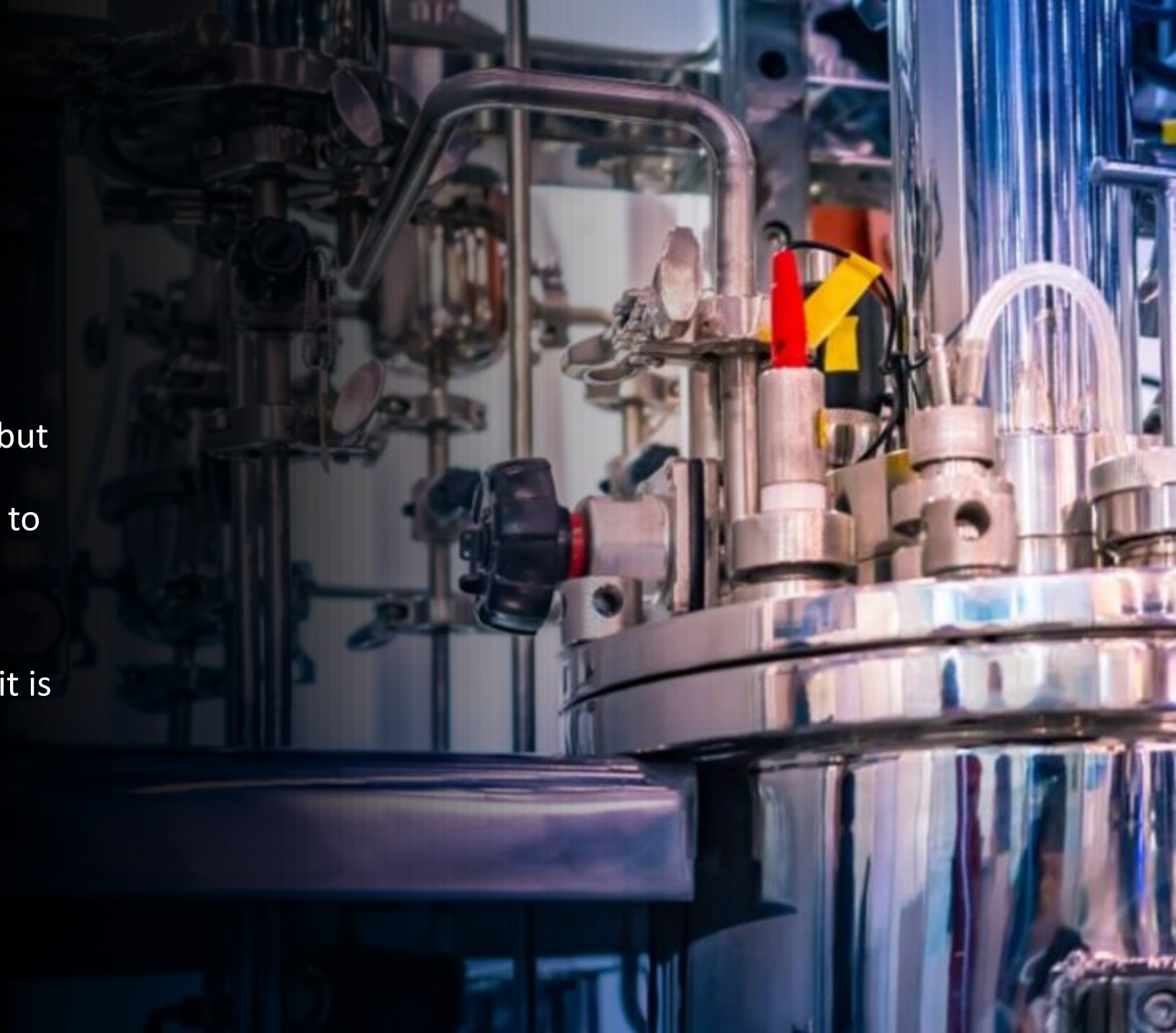
“Unnaturalness”

Feelings of disgust,
‘yuk’-factor



“Unnaturalness” revisited

- Many agree that it is ‘unnatural’ – but are nevertheless willing to try. ‘Naturalness’ is not very important to them
- Feelings of unfamiliarity and norm violation are often rationalized as ‘it is not natural’

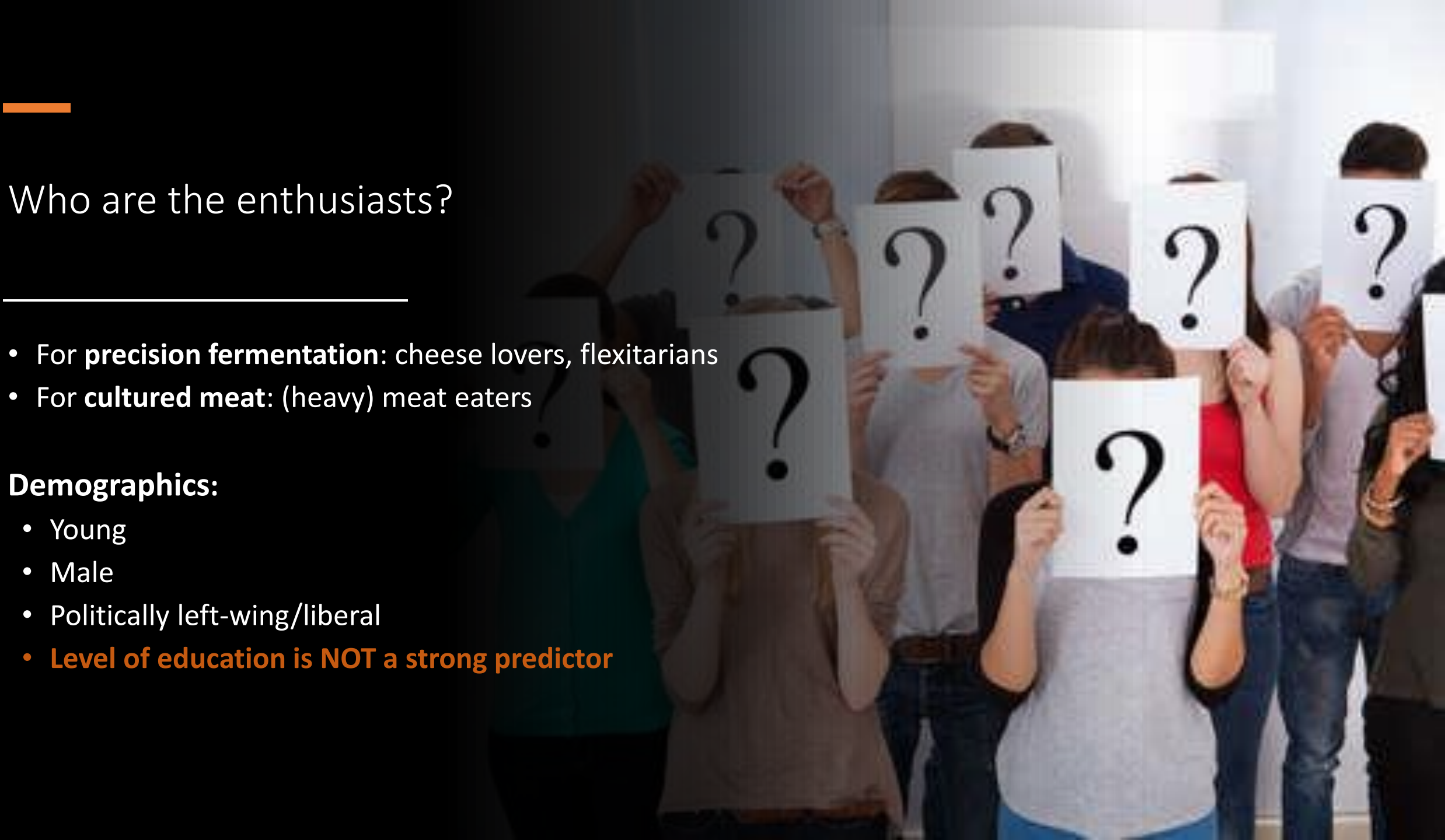


Who are the enthusiasts?

- For **precision fermentation**: cheese lovers, flexitarians
- For **cultured meat**: (heavy) meat eaters

Demographics:

- Young
- Male
- Politically left-wing/liberal
- **Level of education is NOT a strong predictor**





Where are the enthusiasts?

- **Between country-differences:** acceptance is higher in progressive pragmatic parts of Europe (The Netherlands) than in countries with more traditional values (Poland)
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- **Within country-differences:** higher in Flanders than Wallonia; higher in urban areas



The background is a dark blue space filled with various geometric and molecular motifs. On the left, a large DNA double helix is rendered in a teal wireframe style with glowing blue and green nodes. To the right, there's a complex, multi-faceted wireframe structure resembling a protein or a large molecule. Scattered throughout are smaller geometric shapes like triangles and hexagons, some with glowing points, and faint molecular diagrams. The overall aesthetic is high-tech and scientific.

The challenge:

How are we going to tell progressive liberals with high ethical and ecological concerns that **gene-editing** is involved?

Messaging to EU-policy makers

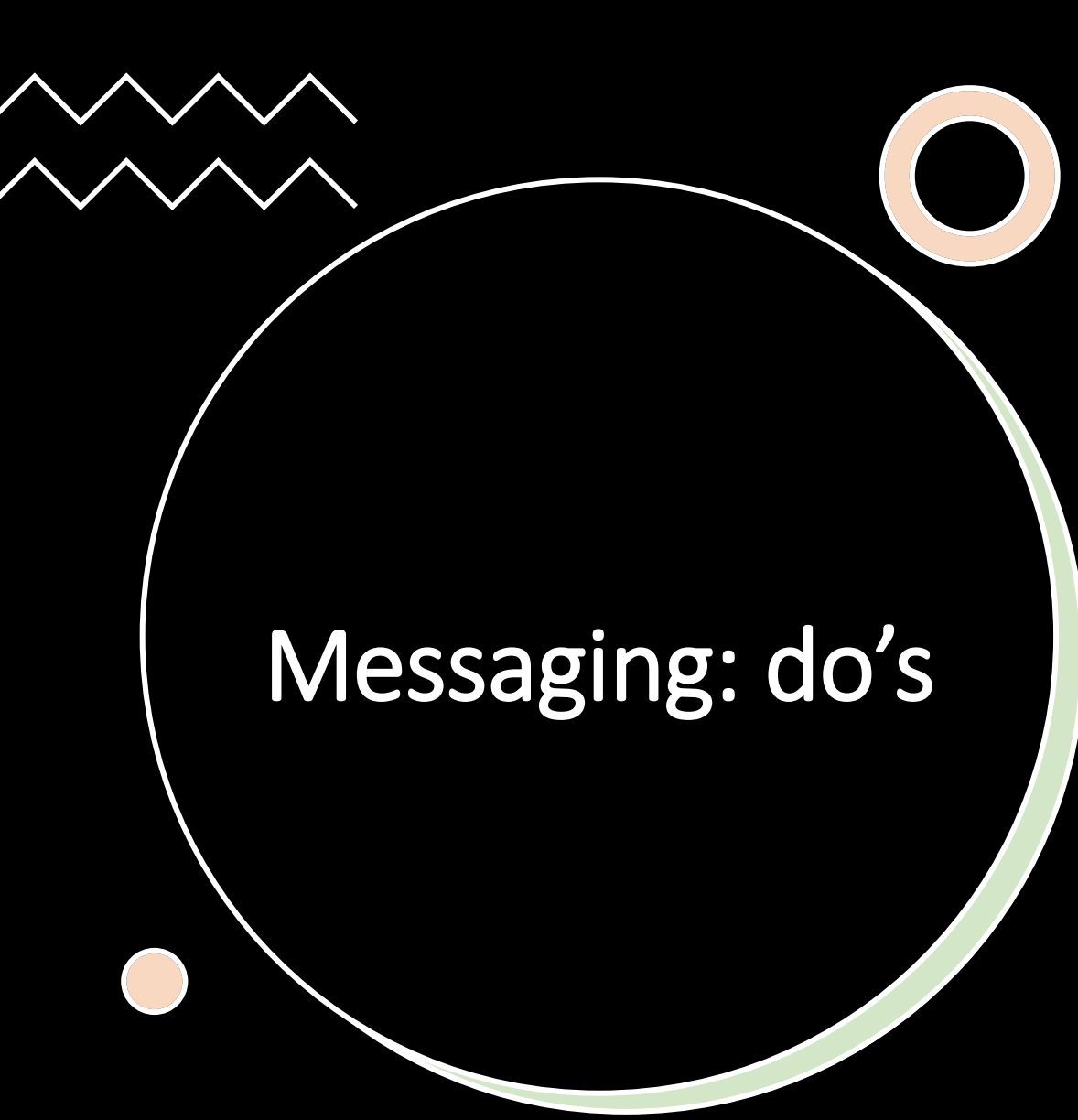
- Political costs -> **fear** of losing voters
 - **Fear** is mediated by **perceptions** of public opinion
 - **Perceptions** can be false: politicians mistakenly think that the public doesn't accept it



From: Promoting the acceptability of nuclear power among EU-decision makers. Dr Inari Fjård and Dr Mirjam Vossen

A young boy with dark hair is sitting at a table, eating a meal. He is holding a fork in his right hand and has his eyes closed, savoring the food. He is wearing a red tank top with blue trim. In front of him is a plate of food, including what looks like a salad with tomatoes and cucumbers. The background is blurred, showing other people in a dining area.

We have to demonstrate to
politicans that the public likes it!



Messaging: do's

1. Focus on the **benefits for animal welfare and the environment**. Explain HOW animal farming is related to greenhouse gas emissions, land use, water use
 2. Highlight **personal benefits**: frame it as a solution to existing **food safety** problems; emphasize the benefits for **health**
 3. Give neutral, factual, non-opinionated **expert information**. Let people make up their own minds.
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Messaging don'ts



1. **Avoid technical language and imagery.**
 - Avoid 'DNA', ("Too 'techy' and 'creepy'")
 - Avoid highlighting the technological/scientific aspect of cultured meat
 - Avoid "lab-grown meat". Avoid test tubes, lab coats, syringes.
2. **Don't talk about 'naturalness':**
"messages targeting the perceived unnaturalness failed to persuade consumers..."

