

# Cultured Meat and More: The Potential Shift From Farm to Lab

November 2022

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Looking towards a potential cell-cultured future for meat  
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Forecasts suggest 10% of meat could be cell-cultured by 2040  
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## MARKET MOTIVATIONS

Singapore: The first domino  
Other countries look to follow suit  
Brazil meat giants invest in a cell-cultured future  
US gets closer, with regulations and start-ups  
The greenhouse gas motivation  
Questions over sustainability linger, but perception is positive  
The food security motivation  
Combination motivations make for a powerful impetus

## (LIKELY) CONSUMERS

The million (billion?) dollar question: Will consumers eat cell-cultured food?  
The 'natural' question  
Animal eating restrictions  
The future looks brighter as younger adults are more open

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Aleph Farms targets 2022

## THE BLEEDING EDGE: COMPANIES AND STRATEGY

Mosa Meats, the pioneer pursuing "openness"  
Upside Foods (formerly Memphis Meats) goes EPIC  
BlueNalu targets 2024/2025 for large-scale manufacturing  
Future Meat Technologies claims to break USD5  
Shojinmeat Project, the DIY disruptor  
Finless Foods finds plant-based "along the way"  
Ivy Farm seeks sausage launch  
BioMilq, TurtleTree and Wilk race for the dairy (and human) prize  
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