

Introduction

This resource outlines GFI consumer research literature reviews and studies on plant-based and cultivated meat as well as priority research areas for future studies.

Commercially available for decades but at a critical inflection point due to recent technical innovation, plant-based meat products hold a tremendous potential to reduce demand for conventional meat provided that they meet consumers' desired product expectations and are marketed effectively. Currently a small body of market and scholarly research has examined consumer perceptions of such products. While market shares of plant-based meat, eggs, and dairy are increasing, some consumers still have aversions and barriers to consuming plant-based meat.

Regarding cultivated meat, we are at a critical juncture where the product will soon be on the market, and yet consumer awareness is relatively low. We therefore have the impactful opportunity to form consumer opinions. It is far easier to form opinions than it is to change them, and it is far more effective to lead a narrative than it is to react to others' narratives. To date, most research on cultivated meat has focused on identifying acceptance rates, benefits, and barriers.

Literature Reviews

Working Paper Series on Consumer Adoption of Plant-based Meat

Because plant-based meat is at a critical inflection point, we conducted a comprehensive literature review in order to identify key influence strategies and to determine white space opportunities for further research in plant-based meat promotion. This series provides a practical resource to inform product development and marketing strategies for those working in the plant-based meat sector and also provides a "launching point" for actionable research to identify further strategies to promote consumer adoption.

Szejda, K., Urbanovich, T., & Wilks, M. (2020). *Accelerating consumer adoption of plant-based meat: An evidence-based guide for effective practice*. Five Working Papers. Washington, DC: The Good Food Institute. <http://go.gfi.org/plant-based-meat-consumer-adoption>

Strategies for Accelerating Adoption of Plant-based Meat

This strategy paper outlines key recommendations emerging from the comprehensive literature review on consumer adoption of plant-based meat.

Szejda, K., & Parry, J. (2019). *Strategies to accelerate consumer adoption of plant-based meat: Recommendations from a comprehensive literature review*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/plant-based-meat-consumer-adoption-recommendations>

Literature Review on Consumer Adoption of Alternative Seafood

This paper assesses the available literature on consumer attitudes towards seafood. The results of this review informs decisions on how to best serve seafood consumers with plant-based and cultivated options and inform the prioritization of further research for the advancement of these industries.

Lamy, J. & Szejda, K. (2020). Literature review: Consumer preferences for seafood and applications to plant-based and cultivated seafood. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/alternative-seafood-consumer-adoption> [forthcoming]

Primary Research

Alternative Protein Focus Groups to Determine Influence Opportunities

This nationwide focus group study developed insights from a diverse group of consumers regarding their perceptions and experiences with new sources of protein. The detailed analysis provided deep insights for developing new strategies to expand the alternative protein market.

Szejda, K., & Dillard, C. (2020). Antecedents of alternative protein adoption: A US focus group study. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/alternative-protein-focus-groups>

Profiles of US Early Adopters of Plant-based and Cultivated Meat

This report outlines sociodemographic and attitudinal profiles of US plant-based and cultivated meat early adopters.

Szejda, K., & Urbanovich, T. (2019). *Plant-based and cultivated meat diffusion of innovation: Profiles of U.S. early adopter consumer segments*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/alternative-protein-early-adopter-US>

Predictors of Plant-based and Cultivated Meat Acceptance

This peer-reviewed article reports on consumer perceptions of alternative proteins in the US, China, and India.

Bryant, C., Szejda, K., Parehk, N., Deshpande, V., & Tse, B. (2019). A survey of consumer perceptions of plant-based and clean meat in the USA, India, and China. *Frontiers in Sustainable Food Systems*, 3, 1-11. <http://dx.doi.org/10.3389/fsufs.2019.00011>

Retail Point-of-Purchase Motivators for Plant-based Foods

Mindlab International collaborated with GFI to conduct implicit testing of consumer perceptions of the plant-based category. This report outlines strategies for marketing plant-based foods at the retail point-of-purchase.

Parry, J., & Szejda, K. (2019). *How to drive plant-based food purchasing: Key findings from a Mindlab study into implicit perceptions of the plant-based category*. Research Report. Washington, DC: The Good Food Institute. <https://go.gfi.org/Mindlab-Strategic-Recommendations>

Plant-based Descriptor Terms

The plant-based descriptor terms study consisted of a series of surveys and experiments to determine effective descriptor terms for plant-based meat.

Szejda, K. (2019). *Consumer perceptions of plant-based meat descriptor terms*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/plant-based-terms-consumer-perception>

Science Communication Tools and Nomenclature for Cultivated Meat

This message design and research project was a collaboration between The Good Food Institute, Mattson, and Memphis Meats. The project team developed science communication tools and nomenclature for the emerging cultivated meat industry and advocates.

Szejda, K., Allen, M., Cull, A., Banisch, A., Stuckey, B., & Dillard, C., & Urbanovich, T. (2019). *Meat cultivation: Embracing the science of nature*. Project Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/meat-cultivation-project>

Cultivated Meat Nomenclature Studies

This series of studies tested the effectiveness of nomenclature for the cultivated meat industry. Studies included qualitative word associations, surveys and experiments, and focus groups.

Szejda, K., Dillard, C., & Urbanovich, T. (2019). *Initial consumer perceptions of cellular agriculture nomenclature: A qualitative analysis of word associations*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/cultivated-meat-word-associations>

Szejda, K. (2018). *Cellular agriculture nomenclature: Optimizing consumer acceptance*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/cellular-agriculture-nomenclature>

Dillard, C., & Szejda, K. (2019). *Consumer response to cellular agriculture messaging and nomenclature: A focus group pilot study*. Research Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/cultivated-meat-pilot-focus-groups>

Opportunities for Future Research

Research Wish List for Accelerating Adoption of Alternative Proteins

The 2020 research wish list outlines the most urgent and impactful consumer research areas for alternative proteins. We selected each research topic due to its ability to accelerate the sales of plant-based products or effectively introduce cultivated products into the market. The authors identified research gaps after performing a comprehensive literature review, obtaining feedback from academic and nonprofit researchers, and conducting interviews with plant-based and cultivated meat companies.

Szejda, K., Bushnell, C., & Asher, K. (2020). *2020 alternative protein consumer research priorities*. Project Report. Washington, DC: The Good Food Institute. <http://go.gfi.org/alternative-protein-consumer-research-priorities>