

New research supports the term, “cultivated meat”

New research conducted in December 2022 by Embold Research commissioned by the Good Food Institute validates the use of “cultivated meat” over “cell-cultured meat” and other terms.

When identifying terms for emerging food categories like cultivated meat (genuine animal meat produced by cultivating animal cells directly), there are some key considerations:

↔ **Differentiation.** Terms should distinguish between the new product and existing products (e.g., conventional meat). This is important to regulators and consumers, and is also a benefit to manufacturers, who should differentiate their products to justify the price premium and explain their environmental and social benefits.

✔ **Accuracy & descriptiveness.** Terms should be accurate and concise descriptions of the product.

😊 **Appeal.** It’s important that terms are not unfairly biased in ways that would lead to low appeal.

New research by Embold Research commissioned by the Good Food Institute explores how different terms performed on several of these factors.

Differentiating between conventional meat and cultivated meat

Respondents were asked how effective different names are at distinguishing between this type of meat and conventional meat.

The percentage of respondents selecting effective terms (“very” + “moderately” effective) for “cultivated” and “cell-cultured” terms was **not** statistically different from each other.

The percentage of respondents selecting not effective terms (“not very” + “not at all”) for cultivated and cell-cultured terms was also **not** statistically different.

This indicates that, overall, cultivated and cell-cultured terms were similarly effective at differentiating from conventional meat. This was the case for respondents across demographic groups.

Accuracy & descriptiveness

An accuracy analysis suggests that “cultivated meat” and “cell-cultivated meat” perform best. “Lab-grown meat” is inaccurate as, at scale, the production process occurs in a production facility similar to a brewery rather than in a lab. And “cell-based meat” is accurate but not distinct—it could be confusing as conventional and plant-based meat also contain cells.

✔ **Cultivated meat.** Accurate and descriptive of the production process.

✔ **Cell-cultivated meat.** Accurate and descriptive of the production process.

✔ **Cell-cultured meat.** Accurate from a science perspective and descriptive of the production process (although terminology has moved from “cultured” to “cultivated.”)

Cultured is also used in other product contexts including yogurt and probiotics, which could confuse consumers.

✔ **Cultured meat.** Accurate and somewhat descriptive of the production process (terminology has moved from “cultured” to “cultivated.”) Cultured is also used in other product contexts as mentioned above.

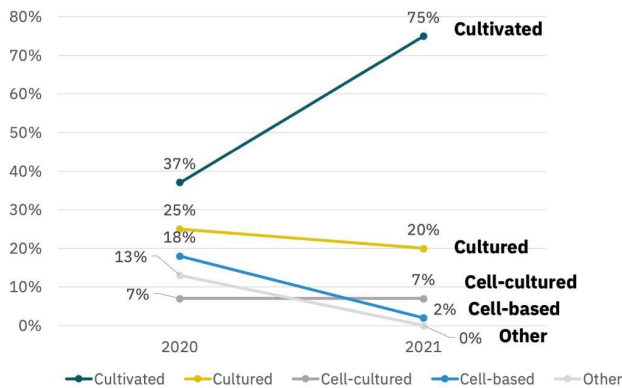
~ **Cell-based meat.** Accurate but not distinct, as conventional and plant-based meat also contain cells.

✘ **Lab-grown meat.** Inaccurate as, at scale, the production process occurs at a production facility, rather than in a lab.

Industry stakeholders coalescing around “cultivated meat”

Consistency within the industry around preferred terms is also important. Following multiple consumer studies and corporate surveys, the industry has largely coalesced around “cultivated meat” as the preferred term.

Nomenclature used by companies in 2020 vs. 2021



Source: GFI survey of cultivated meat companies. 44 companies were surveyed in 2021. Note: Percentages do not add up to 100, as multiple selections were permitted.

Notably, 30+ stakeholders in the APAC region signed an MOU aligning on “cultivated meat.”

Consumer preferences and appeal

When asked which terms they would be comfortable **seeing on an ingredient list on food packaging** (select all that apply), more than twice as many respondents selected cultivated meat than cell-cultured meat.

About GFI

The Good Food Institute is a 501(c)(3) nonprofit working internationally to make alternative proteins like plant-based and cultivated meat delicious, affordable, and accessible. GFI advances open-access research, mobilizes resources and talent, and empowers partners across the food system to create a sustainable, secure, and just protein supply. GFI is funded entirely by private philanthropic support.

When asked which names they could **imagine using personally** (select all that apply), more than four times as many respondents selected cultivated meat compared to cell-cultured meat.

2x

For product packaging, more than twice as many respondents preferred “cultivated meat” over “cell-cultured meat.”

4x

For personal use (for example, in conversations), more than four times as many respondents preferred “cultivated meat” over “cell-cultured meat.”

Respondents were asked how **appealing** each of the terms sounds—they found “cultivated” to be the most appealing term, followed by “cultured.”

Conclusion

In sum, “cultivated meat” performs best across the multiple considerations for determining the best nomenclature option. This term performs best or among the best for differentiation with conventional meat, accuracy and brevity, and consumer appeal. Furthermore, the term is already in broad use by the industry. We recommend that “cultivated meat” continue to be used as the central industry term for meat produced via animal cell-culture.

Methodology

GFI commissioned the research from Embold Research, a non-partisan, non-political public opinion research firm. The research was conducted via an online survey with a sample of 1,018 adults representative of U.S. national demographics. The margin of error for the statistics included here is +/-3.7%.