

## Consumption | Individual communication

### IC - (21335) - WHAT ARE THE MOST EFFECTIVE STRATEGIES TO IMPROVE PERCEPTIONS AND PURCHASE INTENT OF CULTURED MEAT?

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#### Background and objectives

The current meat industry has been associated with a number of environmental and moral concerns. Despite increasing awareness of these negative aspects of conventional meat production, estimates suggest that demand for livestock-derived food will double within the next 30 years. "In-vitro" or "cultured" meat refers to meat tissue that is grown in the laboratory from muscle stem cells, and represents an alternative to conventional meat that incurs in lower environmental costs and virtually no animal suffering. For cultured meat to be an alternative to conventional meat, however, consumers must be willing to accept it. Regarding this, recent findings suggest that when trying to increase cultured meat acceptance, it might be better to focus on the the *negative* aspects of *conventional* meat, instead of highlighting the *positive* aspects of *cultured* meat. Because of this, in the present study, we evaluated whether highlighting common negative aspects of conventional meat (unnaturalness, animal welfare issues, and environmental damage) improves perceptions and buying intent of cultured meat.

#### Process and methods (for empirical research)

The sample consisted in 299 meat-eaters living in the UK. Participants were randomly presented with one (out of four) essays –three of them emphasizing negative aspects of conventional meat, and a control one. After reading the essay, participants were randomly presented with five pictures of different conventional and cultured meats (pictures were identical, but differed in how the product was labelled) and asked to rate each product in terms of anticipated eating enjoyment (2) purchase intent.

#### Main results (or main arguments in the case of critical reviews)

Overall, results indicated that while the eating enjoyment gap between conventional meat and cultured meat can be reduced by stressing the negative environmental consequences of conventional meat, its (lack) of naturalness and its detrimental effects on animal welfare, only the latter two reduced the purchase intent gap between the meats.

#### Implications for research and practice/policy | Importance and originality of the contribution

Results are discussed in line with policy-alternatives for cultured meat acceptance.

**Palavras-chave : cultured meat, buying intentions, meat consumption, new proteins**