

Consumer trust facilitates acceptance of cultivated meat & precision-fermented ingredients

Industry Factsheet

Key takeaways

- 1 **Trust alone is insufficient for the acceptance of cultivated meat;** perceived risks and benefits must also be addressed.
- 2 **Perceived benefits drive cultivated meat acceptance more than risks deter it;** messaging should highlight these benefits
- 3 **Effective communication strategies must address trust, benefits, and risks;** focusing on one factor alone won't boost acceptance.

About the study

This study surveyed **1,540 Australian adults** to understand the factors influencing their willingness to buy and consume cultivated meat (CM) and precision-fermented (PF) ingredients.

The study looked at four types of trust:

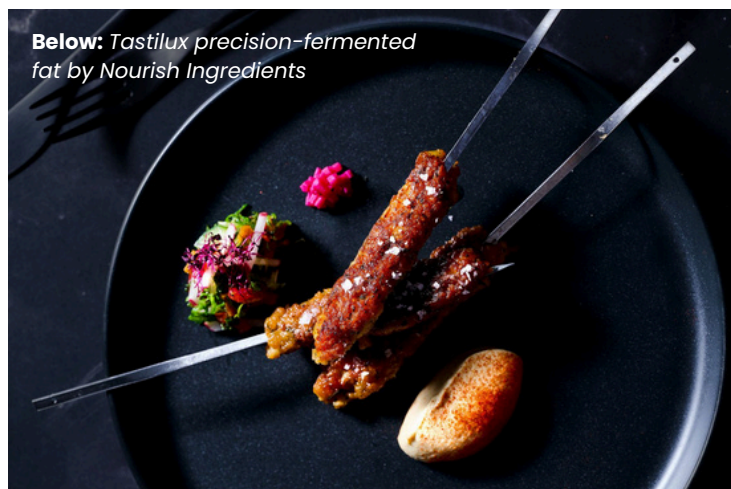
- **Epistemic trust** – trust in the science behind CM/PF
- **Institutional trust** – trust in government and authorities
- **Trust in technology** – confidence in how CM/PF is regulated and developed
- **Interpersonal trust** – trust in other people

Why examine trust? Trust often substitutes for technical knowledge when consumers assess the benefits and risks of novel foods. Higher trust levels are linked to greater perceived benefits, lower perceived risks, and higher acceptance.

Summary of findings – Cultivated meat

- **Trust in technology had the strongest link to acceptance.** People who trusted the technology were more likely to see benefits and be willing to try CM.
- **Epistemic trust reduced perceived risks.** When people trusted the science, they were less worried about health or environmental dangers.
- **Institutional trust influenced acceptance indirectly** – mainly by increasing perceived benefits.
- **Interpersonal trust and trust in food producers were not linked to acceptance.** This suggests CM is seen as separate from traditional food systems.
- **Perceived benefits (e.g., environmental, animal welfare, health)** were more important than perceived risks in shaping acceptance.
- **Younger people (under 40)** were more open to CM and had higher trust in technology and science.
- **People in major cities and those with university education** showed more trust and acceptance than those in regional areas or with lower education levels.

Below: Tastilux precision-fermented fat by Nourish Ingredients



Meet the researchers



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Summary of findings – Precision fermentation (Unpublished)

Please note that whilst this study covered both cultivated meat and precision fermentation, only the findings on cultivated meat have been published in *Food Quality & Preference* at this time. [Key similarities and differences for PF include:](#)

Same trust domains apply: There was a similar pattern in the relationships between trust in technology, epistemic trust, institutional trust and acceptance of precision-fermented (PF) ingredients. However:

- The effect of trust in technology was slightly weaker for PF ingredients. This means CM acceptance is more sensitive to perceived safety and to oversight of the technology itself.
- The effect of epistemic trust was slightly stronger for PF. This means PF ingredient acceptance relies more on general scientific trust than CM, perhaps due to its association with biotechnology and a longer history of use.

Perceived benefits were also more important than perceived risks in shaping acceptance for PF ingredients. However;

- PF ingredient acceptance is slightly more negatively impacted by risk perceptions than cultivated meat. Companies must be especially clear on food safety, allergen control, and process transparency.

What do these findings mean for the cell ag industry?

Effective communication is key. To foster acceptance, the industry should:

- 1 Highlight the benefits of cultivated meat/precision fermentation clearly
- 2 Build trust in the science and technology
- 3 Address concerns about safety and risks
- 4 Tailor messages to different age and education groups



If you're looking for resources to highlight benefits and address concerns about PF ingredients, check out our [Precision fermentation communication guide](#)



Below: Tasting of Magic Valley's cultivated lamb meatballs