



SAM PETERSON

Matched with
From Fauna



Sam's Story

As an educator and communications professional, I have deep experience in movement building for social impact, specializing in community engagement and collaborative storytelling. Throughout my career I've harnessed the power of interpersonal networks to create a ripple effect for the greater good. As a teacher, I saw how a bit of compassion made a meaningful difference in the lives of thousands of students, each of whom went on to leave a novel impression upon the world. The desire to scale my impact—across all lifeforms—led me to the US Food System Reform Fellowship.

I'm acutely aware of the many ills associated with factory farming, and I'm determined to build a movement with the power to inspire lasting cultural change—one that finally ends industrial animal agriculture. Our global food systems affect every person and many billions of other sentient creatures living on this planet. There's no better way to address our concerns over environment degradation, financial insecurity, public-health risks, social inequity, and animal abuse than by fixing our broken food systems. I've joined The School for Moral Ambition to help lay the pathway to a better, safer, more sustainable, and more humane way to feed all of us well into the future.

The Proposed Project

From Fauna is an ambitious NGO dedicated to spreading awareness of cultivated meat—that is, meat grown through a process that doesn't involve raising, feeding, or slaughtering animals. In the beginning, the organization took a mostly academic approach to farmed-animal advocacy, contributing to books, articles, and published research on cultivated meat agriculture. Recently, they've focused on creating original, engaging, and technically sophisticated videos. Their content is information-dense but lighthearted enough for broad appeal on media and social media platforms, inviting a diverse audience to seriously ponder the future of food.

Though small, From Fauna has an outsized impact: During a recent six-month period, their posts garnered more likes, shares, and follows across social media platforms than all cultivated meat companies combined. They've proven that they can craft a compelling message to inform the public of cultivated meat's role in the global protein transition currently underway. Now, they're looking to turn passive engagement into concrete community action. They're ready to kick off a movement that finally pushes the topic of cultivated meat into its deserved position of prominence in public discourse. Having won multiple awards for their creative output, forged strategic partnerships with aligned altruistic organizations, and amassed a substantial and enthusiastic following online, the team recognizes that they are well positioned to create a unique virtual gathering space where their community can come together to share knowledge and resources, collaborate with peers, expand their professional networks, support one another, and amplify the message of the cultivated meat movement.

This is where I come in. Bringing to bear more than two decades of experience in youth education, project management, community engagement, and strategic communications, I will be developing this online platform, ensuring that membership provides clear value to all who join, nurturing the community, and expanding awareness of the benefits and mainstream potential of cultivated meat. Clear, simple, accurate, and accessible information is needed to propel this movement. And I believe that a centralized community space where both subject matter experts and members of the general public can join forces to collaboratively sharpen, simplify, and disseminate the story of cultivated meat is our best hope for ending factory farming.

The Potential Impact

The total available market for cultivated meat in the US is somewhere around 342 million people—in other words, anyone in the country who eats food. From vegan to carnivore, once this option is available at scale and affordable to all, everyone who cares to partake will be able to enjoy meat in as guilt-free a manner as possible. It bears mentioning that this will also result in roughly 10 billion land animals nationwide saved from the annual slaughter. And, yes, cultivated seafood is on the menu as well.

From Fauna's savvy and pragmatic strategy of pushing for broad systems change without demanding a fundamental shift in the behavior of consumers makes perfect sense to me. Presented in this manner, it's impossible to refute the logic of their message. Through my project, I expect to make many more people aware of how cultivated meat will allow Americans to continue enjoying an omnivore diet for years to come without harming animals, people, or the environment in the ways that factory farming has done for far too long.