

# Industry Weekly Digest

## School of Hospitality & Tourism Management



### Medium rare, c'ell vous plaît

Advancements in cellular agriculture are changing how protein, most notably meat, is produced for **human consumption**. Along with technical and ethical questions, cell-cultivated protein brings interesting considerations to hospitality management. How will chefs and consumers react when new technologies give rise to food service that is less reliant on conventional animal husbandry and where properties such as taste, texture, mouthfeel, or tolerability can be cultivated from the molecule-up?

In this Digest, guest contributor **Dr Aarni Tuomi** sets out a research agenda on the implications of cellular agriculture for hospitality management.

Have a great Weekend!

# Implications of cellular agriculture for hospitality management

Dr Aarni Tuomi

**Research** has identified animal husbandry, particularly industrialised cattle farming, as one of the biggest contributors to global greenhouse gas emissions. Despite its environmental toll, the OECD estimates a 13% growth in global meat production by 2028. If we are to sustainably feed the world, new approaches to food production are needed.

Using United Nations' Sustainable Development Goals as a backdrop, the megatrends driving the adoption of a cellular agriculture based food production system are discussed and an agenda for future research into cellular agriculture in the context of hospitality management is proposed in a recent **paper**. Based on this review, three themes emerge: 1) New Service Offerings, Skills and Education 2) Health and Well-being, and 3) Lab-to-Table Food Production Systems.



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First, it is important to explore what kinds of animal products should be substituted first with their cell-cultured counterparts, or which elements, e.g. taste, mouthfeel, texture, or tolerability should be prioritised in new product development to drive consumer **acceptance**. It is equally important to explore the implications on service offerings, e.g. menu profiling and new service concepts etc.

Second, it is critical to explore whether consumer awareness, attitudes and behaviour towards cell-cultured protein products differ at home and in different hospitality service **consumption contexts** as well as **across culture**.

Third, research should address issues related to the development, structures, security, and the sustainability of what we dub “Lab-to-Table” food production systems. Specifically, research should investigate the role hospitality plays as an industry in the uptake of **pro-sustainable procurement practices** more broadly.

All of the three **research themes** above pose considerations for hospitality managers hoping to understand and leverage new ways of delighting customers looking for alternatives to meat. Bill Gates recently made headlines by declaring that “all rich countries should move to 100% synthetic beef”. Judging by the record **growth in food tech investment**, hungry tech-entrepreneurs seem to be following Gates' lead. As innovations tend to take time to trickle down, now is a great time for forward-looking restaurateurs to start paying attention to cellular agriculture.

For further reading on this topic please click the following links: [Link 1](#); [Link 2](#); [Link 3](#)