



MosaMeat





180%



*“No challenge poses a greater threat to future generations than climate change”
- Barack Obama 2015*



One Quarter Pounder (110g) of beef requires:



3 kilogram
of feed



7 m²
of land for growing crop



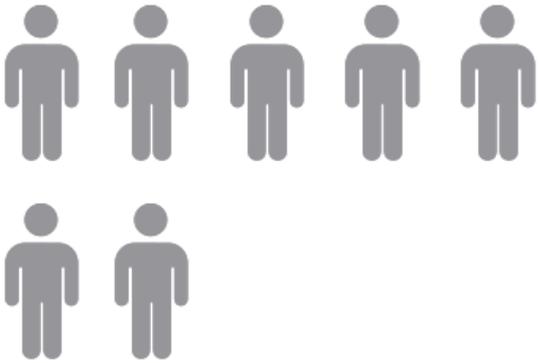
2000 liters
of water



0,30 kWh
of energy

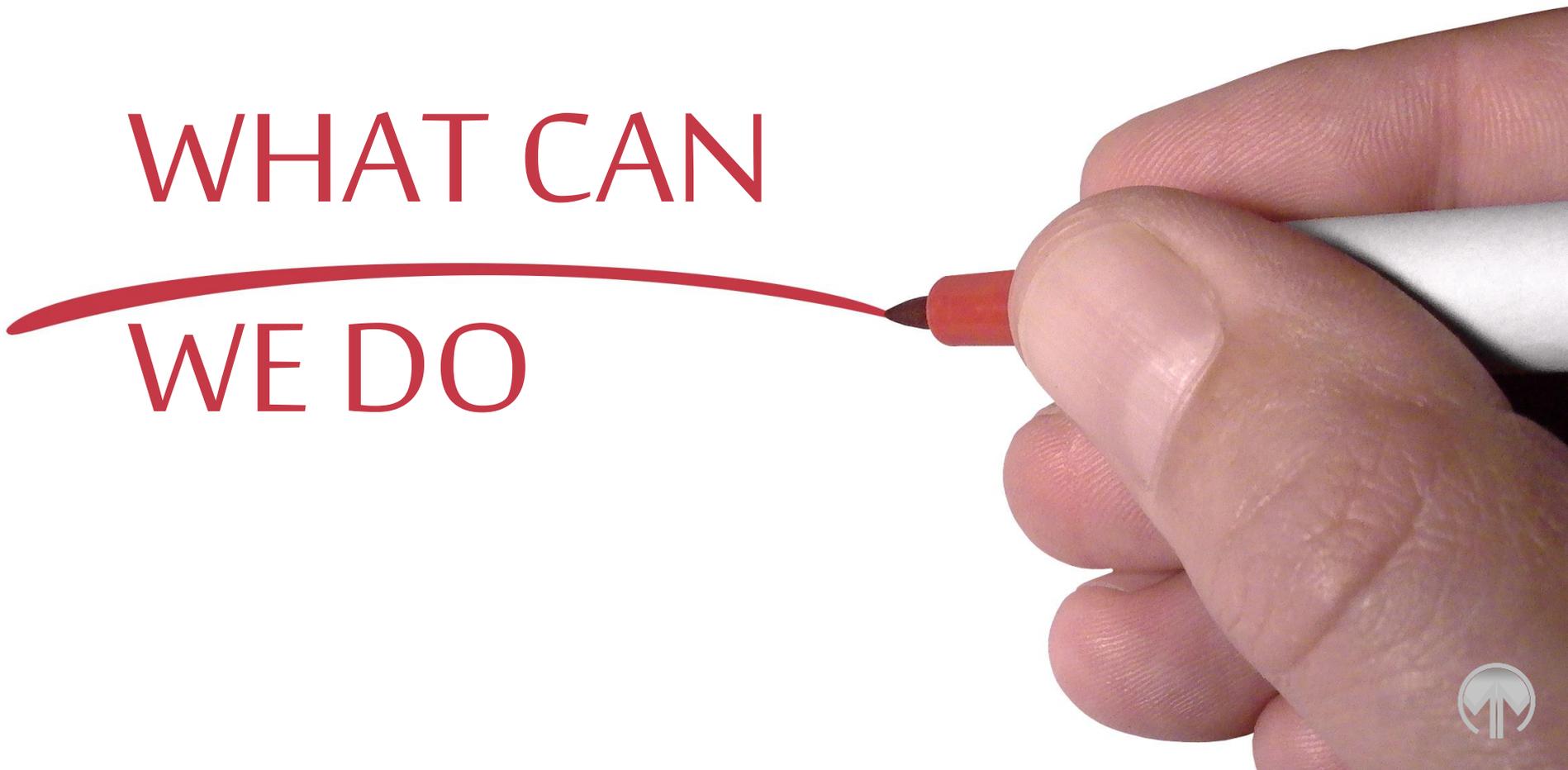


Global meat demand estimated to increase by 2050



WHAT CAN

WE DO



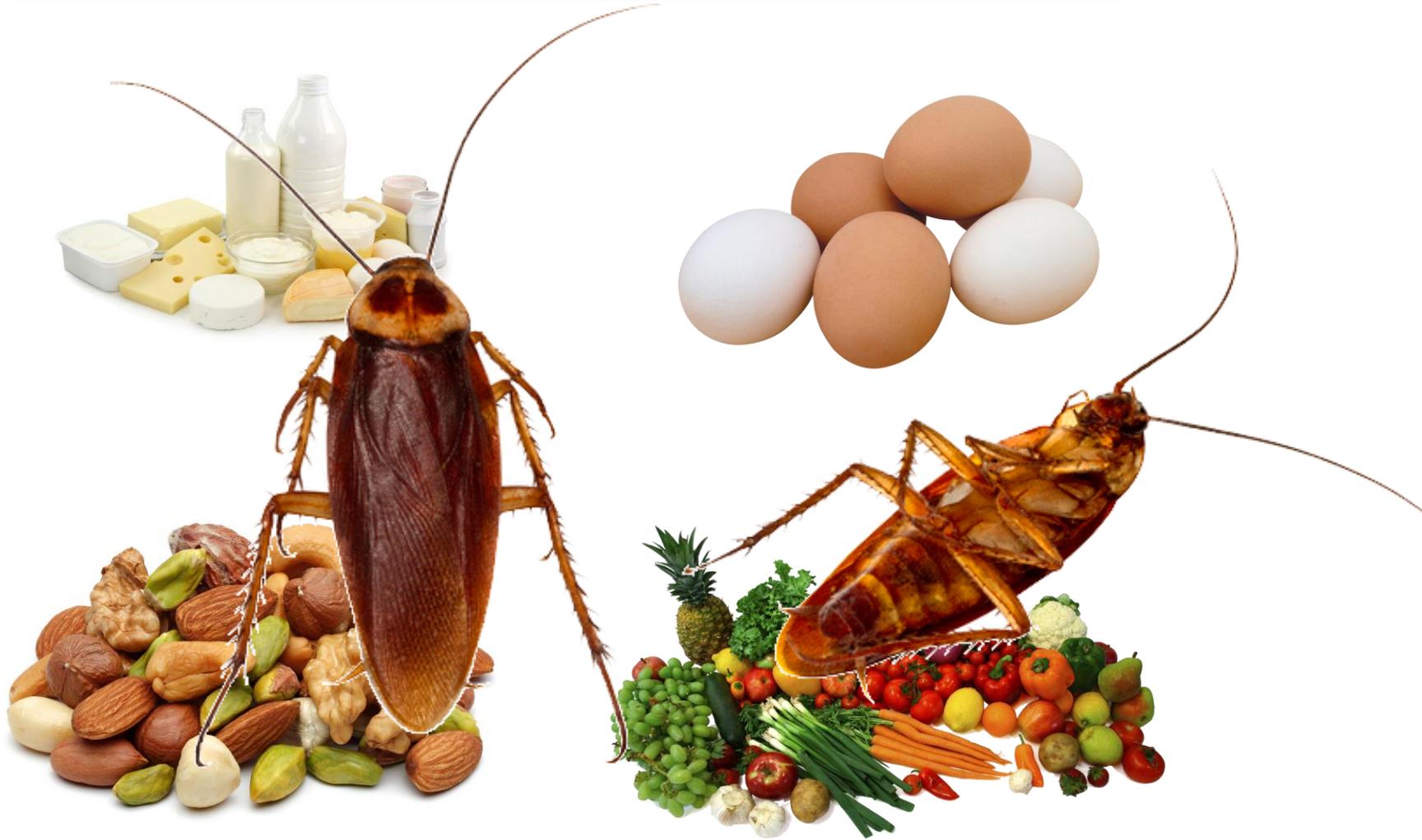
1

Do nothing



2

Replace meat with more sustainable products



Meat language, meat attitude...meat culture



Foto's: Henk Hoogenkamp



3

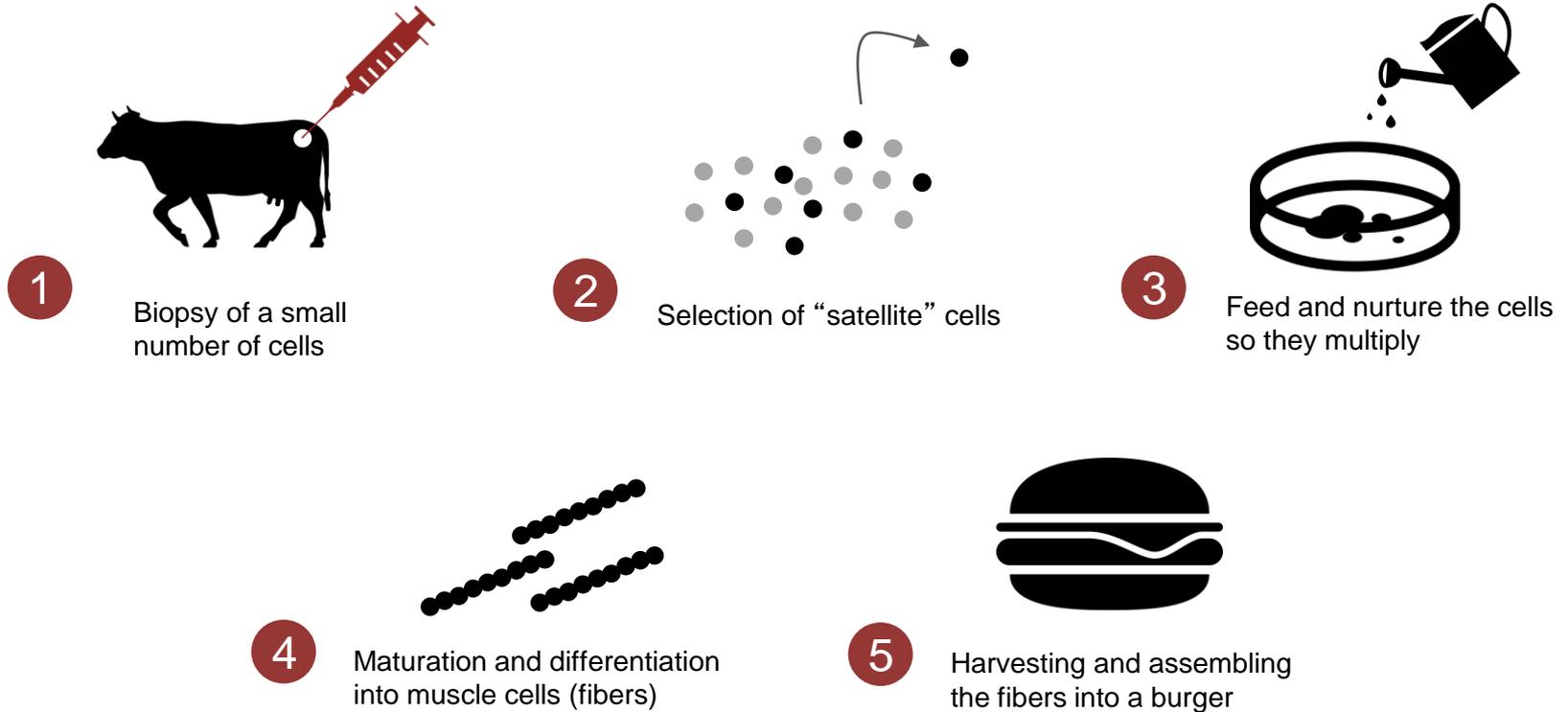
Find truly transformative solutions



Cultured meat



How does it work?



One cell sample taken from a living animal can create up to **20,000 tons** of cultured beef

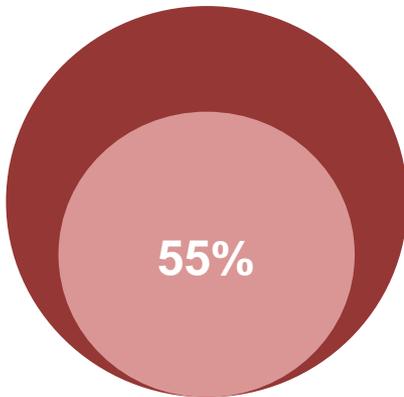


First Live Tasting In London, 2013

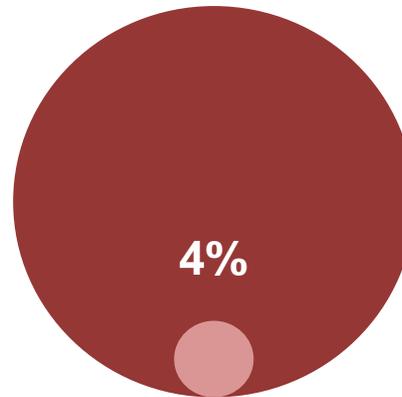


How does cultured meat compare?

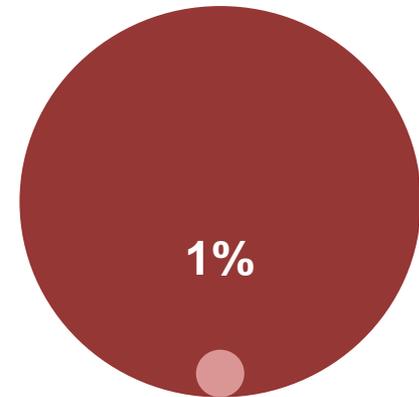
Environmental impact compared



Energy use



Greenhouse Gas emissions



Land use



The next steps: translating research into a product



Consumer acceptance

>50%



Rough timing

