

**Small Business Perspectives**  
from the 501(c)(3) Research Institute  
advancing Cellular Agriculture

National Academies of Sciences  
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*Cellular Agriculture*

Farming agricultural products  
from cell cultures.



Sustainable, efficient, predictable, production



We're building a foundation of research

- By funding catalytic, (neglected) research
- Upon which to build an ag biotech industry



— Eggs without hens.



— Milk without cows.

1) *Acellular Products*  
via contained fermentation

- Scale is what's new

## 2) Cellular Products

via animal cell culture and tissue engineering

- Research without a “home”
- Lacking basic research tools



Beef without cows.

- 100% funded by people aka future consumers
- A wide range of motivations
  - The environment, animals
  - Food security, public health
  - Investment opportunities, “lay of the land”
- We engage the public very early



A unique perspective – on  
consumers



- There is a demand
- Never too early to engage, educate
- Consumers want to get involved
- The process of cellular agriculture is what is exciting, and consumers want to know about it.
  - “Cultured” as a labelling term in ingredient list?



Takeaways – from consumers



- A community of scientists, entrepreneurs, investors
- A wide range of motivations
  - The environment, animals
  - Food security, public health
  - Investment opportunities, “lay of the land”
  - Exciting science
- These innovators engage us, not the other way around



A unique perspective – on innovators

- A lot of regulatory clarity/guidance is needed
  - How will this product be categorized?
  - What if we want to highlight “cultured” on labels?
- A clear regulatory path means better investment prospects
- The opportunity to “shop” for ideal regulatory environments
- We need granting opportunities + guidance on what



A unique perspective – on innovators