

The future of meat: A qualitative analysis of cultured meat media coverage

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Highlights

- Subjects of history, process, time and benefits were used to discuss cultured meat.
- Livestock production problems and skepticism were also discussed.
- The media used proponents of cultured meat to cite cultured meat information.
- Commonly cited sources of cultured meat information included academics and PETA.
- Agricultural sources were cited minimally in the media coverage of cultured meat.

Abstract

This study sought to explore the informational themes and information sources cited by the media to cover stories of cultured meat in both the United States and the European Union. The results indicated that cultured meat news articles in both the United States and the European Union commonly discuss cultured meat in terms of benefits, history, process, time, livestock production problems, and skepticism. Additionally, the information sources commonly cited in the articles included cultured meat researchers, sources from academia, People for the Ethical Treatment of Animals (PETA), New Harvest, Winston Churchill, restaurant owners/chefs, and sources from the opposing countries (e.g. US use some EU sources and vice versa). The implications of this study will allow meat scientists to understand how the media is influencing consumers' perceptions about the topic, and also allow them to strategize how to shape future communication about cultured meat.

Keywords

Cultured meat; Media coverage; Communication; Consumers