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Innovation > Food & Drink > Cultured meat could be on UK supermarket shelves by 2023

## CULTURED MEAT COULD BE ON UK SUPERMARKET SHELVES BY 2023

 FOOD & DRINK

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**Spotted:** Ivy Farm Technologies is developing lab-grown beef and pork with a goal to have products available for retail sales by 2023. The Oxford University-based company was started by two alumni in 2019. Seeking healthy meats with no additives or preservatives and without the guilt of contributing to environmental damage, the founders decided to create their own. With patents pending in 12 countries, the company plans to offer pork sausages, Angus beef burgers and Wagyu meatballs as the first options.

The meat is not genetically modified and is created by multiplying cells from organically raised animals. The company's roll-out plans begin with licensing its technology for sale to other businesses, followed by sales to food producers of the cultured muscle and fat.

By 2022, the organisation hopes to open an on-site restaurant before beginning to supply commercial retailers with the meat products sometime in 2023. Oxford University contributed seed funding to the business and is part of the board of directors.

As well as spotting a variety of cultured products, including **wood**, Springwise is seeing more and more ways to recycle, and in ways that result in a final product of considerable quality, like **recycled leather** that looks and feels like the original.

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## **Takeaway:**

Bioengineering is an exciting space, with innovations in materials science seeking ever more resilient ways to create products as close to carbon negative as possible. Lab-grown leathers are becoming more diverse, now being made from a variety of plants, including mycelium and cactus. Conscious luxury, too, is growing, with products such as lab-grown diamonds becoming more popular. And many renowned designers are starting to advertise their green credentials, including explicit use of upcycling in recent collections. Perhaps one day, the cache of providence will be located in items that have been certifiably reused and upcycled many times.