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## CULTURED MEAT COMPANY GEARS UP FOR PRODUCTION

 [FOOD & DRINK](#)

### An Israeli cultured meat company has announced that future offerings will include pork

**Spotted:** Kosher pork may sound like an oxymoron, but it could soon be here, according to one Israeli startup. The company, MeaTech 3D, is a leader in the field of cultured meat technology. They are also the world's only publicly-traded cultured meat company and have recently begun development work on the mass production of cultivated pork.

The production of cultured meat involves the creation of in vitro cultures of animal cells. However, in order to replicate the texture, taste and mouthfeel of real meat, it is necessary to develop the exact mix of muscle, fat and other elements – and to do it at scale and for a reasonable price.

Because of the difficulty in achieving this, MeaTech is not moving directly to commercialisation of fully lab-grown meat. Instead, they are moving in three stages – stage one is a hybrid product made of a combination of plant and cultured meat. This uses plant-based ingredients to help replicate the taste and texture of real meat. Next is lab grown meats, which can be sold as distinct cuts, such as steak. Finally, 3D-printed meats, which will be able to replicate the taste, texture and shape of any cut of meat.

Of course, a big question for the Israeli company is whether cultured meat will be considered Kosher (in other words, will it meet the religious requirements needed to be considered religiously 'lawful')? Simon Fried, MeaTech's head of business development, [pointed out](#) that, "This is not a technology that our forefathers would have foreseen ... On one hand, this is a lab-engineered product with no animal involved and no need for ritual slaughter or other requirements. On the other,

some are concerned about the social ramifications of people freely eating what looks like non-kosher meat.”

The commercial cultured meat market is still in its infancy, but it is growing rapidly, as people around the world are increasingly turned off by the cruel and unsustainable commercial livestock industry. At Springwise, we have seen a rapid growth in both [cultured meat](#) and meat substitutes, from [cricket-based flour](#) to [kelp burgers](#).

Written By: Lisa Magloff

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### **Takeaway:**

Last year, MeaTeach became the first cultured meat company to acquire a competitor when it bought Belgium's Peace of Meat for 15 million euros. In May, the company announced the plant would begin producing cultured chicken fat, intended to add flavour and mouthfeel to meat, at scale. And there is certainly a market for cultured meat – especially in Israel, where 5 per cent of the country now identifies as vegan, and another 15 per cent as vegetarian. Global consultancy firm AT Kearney estimates that by 2040 cultivated meat could make up half of the total meat market. Whether Kosher or not, cultured meat is on its way.