

Lab-grown protein could make up 35% of meat consumption by 2040 amid growing concerns about animal agriculture

Memphis Meats, based in Emeryville, California, is one of a growing number of startups worldwide that are making cell-based or cultured meat. They want to offer an alternative to traditional meat production but they are far from becoming mainstream and face pushback from livestock producers.

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The company, which also has produced cell-grown beef and duck, has attracted investments from food giants Cargill and Tyson Foods as well as billionaires Richard Branson and Bill Gates.

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A report released in June by consulting firm A.T. Kearney predicts that by 2040, cultured meat will make up 35 percent of meat consumed worldwide, while plant-based alternatives will compose 25 percent.

“The large-scale livestock industry is viewed by many as an unnecessary evil,” the report says. “With the advantages of novel vegan meat replacements and cultured meat over conventionally produced meat, it is only a matter of time before meat replacements capture a substantial market share.”

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Many consumers would love to eat meat that doesn’t require killing animals, said Brian Spears, who founded a San Francisco startup called New Age Meats that served its cell-based pork sausages to curious foodies at a tasting last September.

Read full, original article: [Meat From a Lab? Startups Cook Up Alternative to Slaughter](#)