

Viewpoint: How precision fermentation is changing the food system — and what you should know

[Precision fermentation](#) is a relatively new food technology that is rapidly entering the mainstream. Products such as [milk protein](#), animal fats, [collagen](#), honey, lobster, [egg whites](#) and more are receiving hundreds of millions of investor dollars.

They are being rapidly commercialized for the mass market without the raising and killing of animals. These products are being marketed to a young consumer base that wants [sustainable, climate-friendly](#) foods that buck the system and promise a better tomorrow.

But what should consumers be asking about this new wave of food technologies?

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Because this technology is new and just starting to scale, consumers may still have the opportunity to push for greater transparency.

Researchers [Julie Guthman](#) and [Charlotte Biltekoff](#) describe the marketing techniques of such food-tech enterprises as [magical disruption](#).

On the one hand, they intend to replace or compete with the brutality of [factory farms] and the resulting pollution. But they are also bound by intellectual property regimes that create tremendous value for their founders and investors while [clouding potential externalities](#).

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This begs the question of whether it makes sense for the food industry to replace one capital and resource intensive system for another, albeit sans animal cruelty and seemingly more climate friendly.

[This is an excerpt. Read the original post here.](#)