

Cell-based meat: Why the FDA's cultivated chicken safety clearance is only the first step in popularizing what many consumers still consider 'just a lab experiment'

Last fall, cultivated-meat company Upside Foods became the first in the U.S. to be viewed as safe for human consumption by the Food and Drug Administration.

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But getting consumers on board — and the products on grocery shelves — promises to be a steep climb.

The cultivated-meat industry could have a wider consumer base than previously introduced alternative meat products, because unlike plant-based meats, it's "real" meat — minus the slaughtered animals.

If the taste is up to snuff... Upside's products could potentially appeal to both conflicted carnivores and vegetarians who avoid meat for environmental or animal-welfare concerns. The challenge for companies like Upside is getting the public on board with eating meat made in a lab from animal cells.

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While the FDA milestone last November was a watershed moment in the cultivated-meat industry, Upside still has a number of regulatory hurdles to get over before its products enter the U.S. market.

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These moves have paved the way for others. While the FDA doesn't typically discuss the status of [ongoing consultations](#), the agency says it's already in talks with other companies working to make food from animal cells.

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