

Here are 5 new biotech ag products that consumers might fall in love with

After almost three decades of providing solutions to farmers' concerns, biotech experts are now releasing and developing a new set of products with amazing benefits tailored to consumers.

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Purple Tomatoes

Experts from Norfolk Healthy Produce borrowed two genes from Snapdragon and used them to boost the anthocyanin content of tomatoes, turning them purple inside and out.

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Piggy Sooy

Experts from a UK-based food ingredient company known as Moolec used a novel molecular farming technique to produce soybeans with high levels of pork protein. Dubbed Piggy Sooy, its soluble protein content has 26.6% of animal protein. This increased level of meat proteins is evident with the pinkish color in the seed, resembling pork meat.

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Beef Rice

In a breakthrough from Yonsei University, scientists developed "cultured beef rice" by incorporating animal muscle and fat cells within rice grains. Their study, published in *Matter*, shows this unique food has 8% more protein and 7% more fat than regular rice.

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Rice from the Ocean

Rice, a staple food for over half the world's population, suffers from its sensitivity to soil salinity... This innovation could revolutionize agriculture by allowing rice to thrive in the ocean, potentially reducing water consumption and emissions.

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Glowing Petunias

Plant lovers in the US can now add a glowing herbage to their collection—the genetically engineered Firefly Petunia. This bioluminescent plant emits a faint green light, adding a touch of glow to spaces.

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