



Teachers' Kit

Unpacking the Truth

A Game to Combat Disinformation with EU Resources

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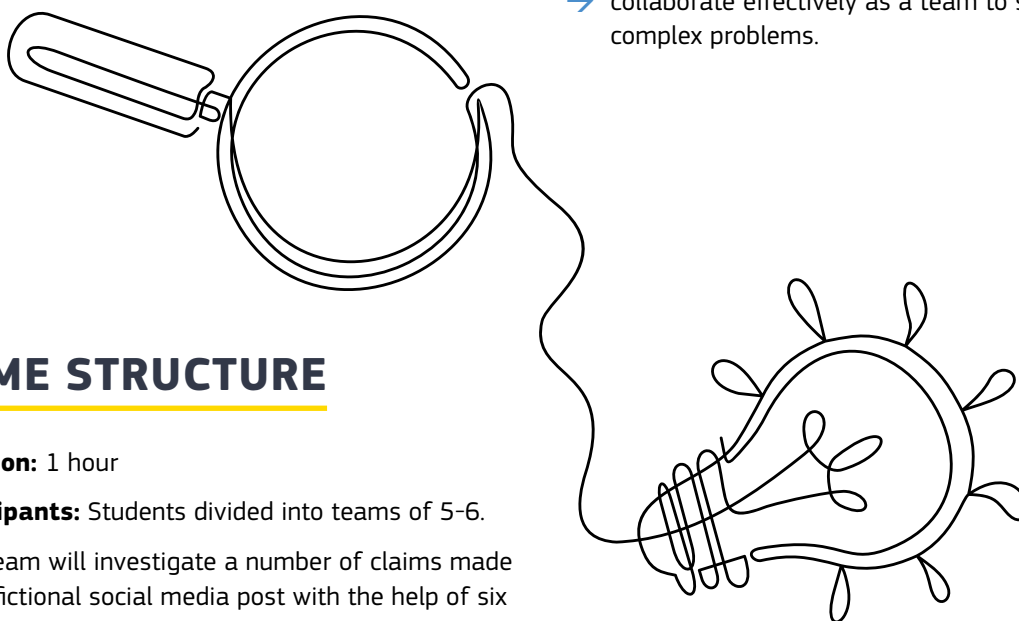
OVERVIEW

This classroom activity, aimed at students aged 16 to 18, is designed to teach critical thinking, fact-checking, and the use of EU resources to debunk disinformation. The game centres on a fictional social media post and requires students to investigate and resolve false claims using the help of six engaging EU-themed characters.

LEARNING OBJECTIVES

By participating in this activity, students will:

- develop skills in analysing and debunking false information,
- familiarise themselves with reliable EU resources on EU law, data, publications and more,
- understand how false information can distort facts and harm public understanding,
- collaborate effectively as a team to solve complex problems.



GAME STRUCTURE

Duration: 1 hour

Participants: Students divided into teams of 5-6.

Each team will investigate a number of claims made in the fictional social media post with the help of six EU characters who will guide them to the appropriate resources.

MATERIALS NEEDED

1. **Fictional social media post:** “OMG! Is the EU coming for your dinner?” (provided).
2. **Discussion under the social media post** (provided). While some comments are merely distractions intended to confuse the reader, six characters offer genuine hints leading to trustworthy resources:
 - **Justyna (EU law):** Expert in EU law.
 - **Dave (European data):** Keeper of data.
 - **Thelma (EU business):** Expert in public contracts.
 - **Cordelia (EU research):** Authority on research.
 - **Woody (EU staff):** Master of official information about EU staff.
 - **Pablo (EU publications):** Guide to EU official publications.
3. **Response sheet** to take notes (provided).
4. **Access to resources:** Either printed materials (provided in the Annex) or online links to the EU platforms:
 - European Commission website (https://commission.europa.eu/index_en)
 - Eur-Lex (<https://eur-lex.europa.eu>)
 - Tenders Electronic Daily (TED) (<https://ted.europa.eu>)
 - EU Research Results (CORDIS) (<https://cordis.europa.eu>)
 - European data portal (<https://data.europa.eu>)
 - EU Whoiswho (<https://op.europa.eu/en/web/who-is-who>)
 - EU Publications (<https://op.europa.eu>)
5. **Scoring table** (provided).
6. **Small prizes for winners** (optional).

GAME STEPS

STEP 0 (optional) (5 minutes)	Warm up: Disinformation and trustworthy resources → A brief presentation on disinformation and EU resources, with 2-3 warm-up questions (Do you know the difference between disinformation and misinformation? Do you check sources before sharing on social media? What resources do you use for verifying information?).
STEP 1 (5 minutes)	Introduction → Explain the rules of the game. → Explain that some claims in the social media post are false and that their task is to uncover the facts with the help of the comments, only some of which are helpful.
STEP 2 (5 minutes)	Create teams and distribute materials → Divide the class into teams of 5-6. → Ask the teams to come up with a fun name for their group. → Meanwhile, distribute copies of the fictional social media post and the related comments.
STEP 3 (20 minutes)	Investigation phase → Teams investigate the claims in the fictional social media post using the six EU characters as their guides:
Claim 1: Lobbying by Dürümlicious	Character: Dave Task: Browse the Transparency Register for Dürümlicious and establish that it is not listed there, while registration in the register is a requirement for meeting certain decision-makers or senior staff of the EU institutions.
Claim 2: Directorate-General for Animal and Plant Products	Character: Woody Task: Establish that Directorate-General for Animal and Plant Products is not a real service of the European Commission by searching the EU Whoiswho directory.
Claim 3: ECB kebab contract	Character: Thelma Task: Search TED (Contracts awarded by EU Institutions) to see that the European Central Bank has never awarded a €650,000 contract for kebabs to Dürümlicious.
Claim 4: The need for meat production to triple to protect EU farmers	Character: Cordelia Task: Search CORDIS for the “ Meat4All ” project, which doesn't mention that meat production needs to increase, but rather focuses on more sustainable practices.
Claim 5: No common authority for food safety	Character: Justyna Task: Consult the European Food Safety Authority (EFSA) — ensuring safe food and animal feed in the EU summary or Regulation (EC) 178/2002 to confirm that the EU does have a food safety authority with clear rules.
Claim 6: Lack of food safety standards in the EU	Character: Pablo Task: Check the Food safety factsheet to see that EU has multiple rules on food safety.

STEP 4

(15 minutes)

Team presentations

- Each team presents their findings for each claim, explaining:
 - the false claims they have identified;
 - the resource(s) they used;
 - why the claims are false.
- Scoring (optional): the team with the highest score wins and is crowned 'Kebab Unwrappers'. Hand out certificates or small prizes to the winners, based on their score for:
 - correct use of resources (12 points);
 - accuracy of explanation (12 points);
 - collaboration and teamwork (6 points).

DEBRIEF (15 MINUTES)

- After the scoring and presentations, each team takes a few minutes to reflect on their experience. Invite a few teams to share their insights with the class to foster a collaborative discussion. This step helps students consolidate their learning and reflect on the skills they have developed.
- Encourage them to discuss:
 - What strategies worked well in investigating the claims?
 - Which parts of the process were challenging, and why?
 - How did students feel about using the EU resources?
 - What surprised them most about the fictional social media post or the investigation process?
 - What did students learn about identifying trustworthy information?
 - How can disinformation spread through fake news?



SCORING TABLE

Group name	Correct use of resources (12 points)	Clarity of explanation (12 points)	Team work (6 points)	Total

RESPONSE SHEET

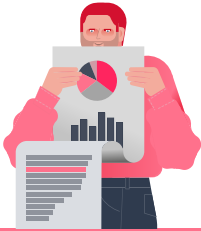


JUSTYNA

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news



DAVE

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news

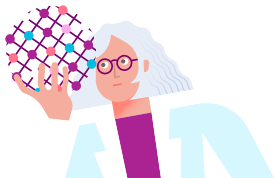


THELMA

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news



CORDELIA

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news



WOODY

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news



PABLO

Describe the fake news

Name the resource used to debunk it

Explain why it is fake news





Pablo

Hmm... Feels like there's at least a brochure or two about food safety that would disagree. Check out the EU Publications site if you don't believe me. 📄 Sometimes the truth is just a PDF away...

263 👍❤️



Sonya

So the elite gets fancy kebabs we, ordinary mortals, can't even try?! It's class warfare in food form! 😬🍴

85 👍❤️😬😬



Thelma

650K for kebabs at the ECB? That's... creative. 😬 All public contracts are available on TED. If it's not there, it didn't happen. Check for yourself!

91 👍❤️😬😬



Alejo

Alert: Kebab dictatorship! Soon we'll need a license to eat a dürüm. What's this craziness?!

108 👍😬😬😬



Justyna

Mmm... not sure kebab inspections are part of the EU's food law framework 😬 If you're curious about what the EU actually regulates in this area, try searching "178/2002" on a handy site that starts with "EUR" and ends with "Lex". You are welcome 😊

147 👍❤️😬



Paul

Lobbying to monopolise the name 'kebab'? Who cares, I just want mine to stay affordable and tasty, whatever they call it. 😊

83 👍😬😬😬



Dave

Lobbying is legal, guys. But there's a difference between visibility and monopoly. The real story is in the details. Check out the Transparency Register. Knowledge = power. Stay informed, stay fed. 📰🌟

201 👍❤️



Cordelia

Hold up, no need to panic. "Meat4All"... yep, that's a real EU project, but best to check what it says.

171 👍😬



Ilya

Meat4All? Not for me, thanks! Seriously, we should focus on sustainable options!

67 👍❤️😬😬😬



Woody

Before pointing fingers, maybe type "who is who in the EU" in your browser and see for yourself!

203 👍❤️😬😬😬



Jan

Seriously, if they mess with my kebab, we're gonna have a real problem. It's ESSENTIAL after a night out with friends! 🍷🍴 #DontTouchMyKebab

136 👍❤️😬😬

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Contracts awarded by EU Institutions

Download here the full set of results



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	Notice publication number	Publication date	Title	Official name	Type of procedure	The contract is awarded within a framework agreement
▶	19286-2024	12/01/2024	Germany-Frankfurt am Main: Provision of Audit and Investigative Services (Lots 1-3)	European Central Bank	Negotiated with prior publication of a call for competition / competitive with negotiation	yes
▶	126712-2024	01/03/2024	Germany-Frankfurt am Main: Provision of Temporary Accommodation	European Central Bank	Negotiated with prior publication of a call for competition / competitive with negotiation	yes
▶	141726-2024	08/03/2024	Germany-Frankfurt am Main: Transportation Services	European Central Bank	Negotiated with prior publication of a call for competition / competitive with negotiation	yes
▶	141730-2024	08/03/2024	Germany-Frankfurt am Main: Provision of Staff Info Point and Other Staff Information and Integration Services	European Central Bank	Negotiated with prior publication of a call for competition / competitive with negotiation	yes
▶	191512-2024	02/04/2024	Germany-Frankfurt am Main: Electronic Trading Platforms (ETPs)	European Central Bank	Negotiated with prior publication of a call for competition / competitive with negotiation	yes
▶	265874-2024	06/05/2024	Germany-Frankfurt am Main: Provision of Editing in English of Supervisory, Financial and Economic Documents and Related Works and Services	European Central Bank	Open	yes

Notice publication number	Publication date	Title	Official name	Type of procedure	The contract is awarded within a framework agreement
► 450001-2024	26/07/2024	Sweden, Denmark, Hungary, Spain, Netherlands, Estonia, Belgium, Slovakia, Finland, Slovenia, Poland, Czechia, Portugal, France, Germany, Latvia, Italy, Greece – Recruitment services – Attracting and Sourcing of candidates – active candidates (marketing plans and publishing) and passive candidates (candidate search)	European Medicines Agency, MED - European Medicines Agency, Agency for Support for BEREC (BEREC Office), Circular Bio-based Europe Joint Undertaking, Clean Aviation Joint Undertaking, Community Plant Variety Office, ECB - European Central Bank, Eurojust, European Banking Authority, European Border and Coast Guard Agency (FRONTEX), European Centre for Disease Prevention and Control, European Centre for the Development of Vocational Training (CEDEFOP), European Chemicals Agency, European Environment Agency (EEA), European Fisheries Control Agency (EFCA), European Food Safety Authority, European Institute of Innovation and Technology, European Insurance and Occupational Pensions Authority, European Labour Authority (ELA), European Monitoring Centre for Drugs and Drug Addiction, European Police Office, European Securities and Markets Authority, European Training Foundation (ETF), European Union Agency for Cybersecurity (ENISA), European Union Agency for the Cooperation of Energy Regulators, European Union Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice (eu-LISA), European Union Agency for the Space Programme, European Union Aviation Safety Agency, European Union Satellite Centre, F4E - Fusion for Energy Joint Undertaking, Innovative Health Initiative Joint Undertaking (IHI JU), Single Resolution Board (SRB)	Open	no

Notice publication number	Publication date	Title	Official name	Type of procedure	The contract is awarded within a framework agreement
► 517860-2024	29/08/2024	Sweden, Ireland, Spain, France, Germany, Latvia, Netherlands, Belgium, Greece, Luxembourg – Public relations services – Exceptional Negotiated Procedure without publication in the OJ, for the increase of ceiling of Single Framework Contract for Media Relations, Outreach and Interactive online actions	European Commission, DG COMM - Communication, EP - European Parliament, European External Action Service (EEAS), OMBUDSMAN - European Ombudsman, The General Secretariat of the Council of the European Union, Agence Exécutive du Conseil Européen de la Recherche, European Education and Culture Executive Agency (EACEA), European Research Executive Agency (REA), Agency for Support for BEREC (BEREC Office), ECB - European Central Bank, European Centre for Disease Prevention and Control, European Defence Agency, European Foundation for the Improvement of Living and Working Conditions, European Insurance and Occupational Pensions Authority, European Investment Bank, European Medicines Agency, European Police Office, European Public Prosecutor's Office, European Securities and Markets Authority, European Union Agency for Cybersecurity (ENISA), European Union Intellectual Property Office, F4E - Fusion for Energy Joint Undertaking, Single Resolution Board (SRB), Committee of the Regions of the European Union, European Economic and Social Committee	Negotiated without prior call for competition	no
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European Food Safety Authority (EFSA) — ensuring safe food and animal feed in the EU

SUMMARY OF:

Regulation (EC) No 178/2002 — general principles and requirements of food law, establishing the European Food Safety Authority and procedures for food safety

Regulation (EU) 2019/1381 — transparency and sustainability of the EU risk assessment in the food chain

WHAT IS THE AIM OF THE REGULATION?

- Known as the regulation on general food law, it strengthens the rules on the safety of food and feed in the EU.
- It also sets up the [European Food Safety Authority \(EFSA\)](#)[↗], which provides support for the scientific testing and evaluation of food and feed.
- The regulation does not cover production on the farm for private use or the handling of food at home.

KEY POINTS

- No foods dangerous to health or unfit for consumption may be put on sale. The following factors are taken into account:
 - the normal conditions under which food is used by the consumer;
 - information provided to the consumer;
 - the effect on health, in the short and long term;
 - cumulative toxic effects;
 - the particular health sensitivities of a specific category of consumers where the food is intended for that category of consumers.
- If any unsafe food or feed is part of a batch, it is assumed that the whole batch is unsafe.
- Food legislation applies at **all stages of the food chain**, from production, processing, transport and distribution to supply. In particular, **food businesses must**:
 - guarantee the **traceability** of food, feed and food-producing animals at all stages of production and distribution,
 - immediately **withdraw food or feed from the market**, or **recall** products already supplied, if these are considered to be harmful to health,
 - **inform the appropriate authorities**, and consumers where necessary.

- EFSA provides scientific and technical support to the [European Commission](#) and EU countries in all areas impacting on food safety. It is also responsible for coordinating risk assessments, identifying emerging risks and advising on crisis management.
- Where risk is identified following a health risk analysis, EU countries and the Commission may adopt provisional precautionary measures consistent with a high level of health protection.
- The **rapid alert system** for food and feed ([RASFF](#)) involving EU countries, the Commission and EFSA, provides for information sharing on:
 - measures to restrict the circulation of food, or its withdrawal from the market;
 - action taken to prevent, limit or impose specific conditions on the placing on the market or the eventual use of food or feed;
 - the rejection of a batch of imported food.
- This information must also be made available to the general public where appropriate.
- Where food or feed presents a serious and uncontrollable risk to health or the environment, the Commission's **emergency protective measures** can include suspending trade in or imports of the product. EU countries may take similar measures if the Commission fails to take action.
- Together with EFSA and EU countries, the Commission must draw up a **general crisis-management plan** to cover situations where the standard emergency protective measures are insufficient. Where such a case is identified the Commission must immediately set up a **crisis unit** to identify the options for protecting human health.
- The EU also aims to protect consumers against fraudulent or deceptive practices in the food trade, such as food adulteration (for example, horsemeat in beef products), and provide a basis for consumers to make informed choices about food.

Regulation (EU) 2019/1381 on the transparency and sustainability of the EU risk assessment in the food chain amends mainly Regulation (EC) No 178/2002. It seeks to do the following.

- **Ensure more transparency:** The public will have automatic access to all studies and information submitted in support of any request addressed to the EFSA, e.g. to all studies supporting a request for an authorisation by a food business operator, early on in the risk assessment process. Duly justified confidential information will not be disclosed. Stakeholders and the general public will also be consulted on these submitted studies. The feedback received will allow EFSA to have access to the widest evidence base possible before it delivers its scientific advice.
- **Increase the independence and robustness of submitted scientific studies:** EFSA will be notified of all studies, when these are commissioned, with a view to a future application procedure, during the pre-submission phase. This will guarantee that companies applying for authorisations submit all relevant information and do not hold back unfavourable studies. EFSA will also provide general advice to applicants, in particular [small and medium-sized enterprises](#), prior to the submission of the dossier. The Commission may ask EFSA to commission additional studies for verification purposes in exceptional circumstances of serious controversies or conflicting results. The Commission will also perform fact-finding missions to verify the compliance of laboratories with the applicable standards for carrying out studies submitted to EFSA. The outcome of the fact-finding missions will be presented in an overview report.
- **Strengthen governance and scientific cooperation:** EU countries, [civil society](#) and the [European Parliament](#) will be involved in the governance of EFSA by being duly represented in its management board. EU countries will encourage EFSA's scientific capacity to develop, for example, by means of joint projects and the

sharing of best practices, and will undertake promotion activities to ensure the recruitment of the best independent experts in EFSA's work.

- **Develop comprehensive risk communication:** a general plan for risk communication will be adopted by means of an implementing act to ensure a comprehensive risk communication framework throughout the risk-analysis process, combined with open dialogue amongst all interested parties.

FROM WHEN DOES THE REGULATION APPLY?

Regulation (EC) No 178/2002 has applied since 21 February 2002.

The new rules contained in amending Regulation (EU) 2019/1381 apply as of 27 March 2021.

BACKGROUND

Regulation (EU) 2019/1381 also amends another 8 sectoral acts (i.e. acts on specific related sectors), as far as transparency aspects are concerned:

- Directive [2001/18/EC](#) on the [deliberate release into the environment of genetically modified organisms](#),
- Regulation (EC) No [1829/2003](#) on [genetically modified food and feed](#),
- Regulation (EC) No [1831/2003](#) on [feed additives](#),
- Regulation (EC) No [2065/2003](#) on [smoke flavourings](#),
- Regulation (EC) No [1935/2004](#) on [food contact materials](#),
- Regulation (EC) No [1331/2008](#) on the [common authorisation procedure for food additives, food enzymes and food flavourings](#),
- Regulation (EC) No [1107/2009](#) on [plant protection products](#) and
- Regulation (EU) No [2015/2283](#) on [novel foods](#).

For more information, see:

- [Food safety: overview](#)  (*European Commission*).

MAIN DOCUMENTS

Regulation (EC) No [178/2002](#) of the European Parliament and of the Council of 28 January 2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety (OJ L 31, 1.2.2002, pp. 1-24)

Successive amendments to Regulation (EC) No 178/2002 have been incorporated into the original document. This [consolidated version](#) is of documentary value only.

Regulation (EU) [2019/1381](#) of the European Parliament and of the Council of 20 June 2019 on the transparency and sustainability of the EU risk assessment in the food chain and amending Regulations (EC) No 178/2002, (EC) No 1829/2003, (EC) No 1831/2003, (EC) No 2065/2003, (EC) No 1935/2004, (EC) No 1331/2008, (EC) No 1107/2009, (EU) 2015/2283 and Directive 2001/18/EC (OJ L 231, 6.9.2019, pp. 1-28)

RELATED DOCUMENTS

Regulation (EU) [2017/745](#) of the European Parliament and of the Council of 5 April 2017 on medical devices, amending Directive 2001/83/EC, Regulation (EC) No 178/2002 and Regulation (EC) No 1223/2009 and repealing Council Directives 90/385/EEC and 93/42/EEC (OJ L 117, 5.5.2017, pp. 1-175)

See [consolidated version](#).

Regulation (EU) [2015/2283](#) of the European Parliament and of the Council of 25 November 2015 on novel foods, amending Regulation (EU) No 1169/2011 of the European Parliament and of the Council and repealing Regulation (EC) No 258/97 of the European Parliament and of the Council and Commission Regulation (EC) No 1852/2001 (OJ L 327, 11.12.2015, pp. 1-22)

See [consolidated version](#).

Regulation (EC) No [1107/2009](#) of the European Parliament and of the Council of 21 October 2009 concerning the placing of plant protection products on the market and repealing Council Directives 79/117/EEC and 91/414/EEC (OJ L 309, 24.11.2009, pp. 1-50)

See [consolidated version](#).

Regulation (EC) No [1331/2008](#) of the European Parliament and of the Council of 16 December 2008 establishing a common authorisation procedure for food additives, food enzymes and food flavourings (OJ L 354, 31.12.2008, pp. 1-6)

See [consolidated version](#).

Regulation (EC) No [1935/2004](#) of the European Parliament and of the Council of 27 October 2004 on materials and articles intended to come into contact with food and repealing Directives 80/590/EEC and 89/109/EEC (OJ L 338, 13.11.2004, pp. 4-17)

See [consolidated version](#).

Regulation (EC) No [1831/2003](#) of the European Parliament and of the Council of 22 September 2003 on additives for use in animal nutrition (OJ L 268, 18.10.2003, pp. 29-43)

See [consolidated version](#).

Regulation (EC) No [1829/2003](#) of the European Parliament and of the Council of 22 September 2003 on genetically modified food and feed (OJ L 268, 18.10.2003, pp. 1-23)

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last update 01.07.2022

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Food safety



EU action on food safety protects the health of people, animals and plants at every step from farm to fork, while helping Europe's food industry to thrive.

The EU's food-safety policy aims to guarantee that safe and nutritious food is produced or imported into the EU, from healthy plants and animals, while enabling the food industry, Europe's largest manufacturing and employment sector, to operate under the best possible conditions. It safeguards health at every stage of the food chain by preventing food contamination and promoting food hygiene, plant health and animal health and welfare. EU food-labelling rules also provide consumers with information important to their health.

What the EU does

The basic principles of the EU's food safety policy are defined in the EU's [general food law](#), which ensures a high level of protection for people's health and consumer interests, while ensuring the single market works efficiently. The [European Food Safety Authority](#) provides scientific advice on food-related issues to help protect people, animals, plants and the environment.

The General Food Law also created procedures and tools to manage emergencies and crises. One example is the [Rapid Alert System for Food and Feed](#) that helps ensure that food that does not comply with European rules is removed from the shelves. Whenever significant outbreaks of animal

disease or food poisoning affect consumers, EU authorities can follow the movement of food products via the [TRACES](#) (Trade Control and Expert System) electronic system.

The EU also ensures animal health and welfare in the agri-food chain. If there is an outbreak of animal disease, the EU has mechanisms in place to act swiftly. Plant health rules protect crops, fruit, vegetables and forests from harmful pests and

disease from being transported across the EU or imported from abroad.

Reducing food waste has enormous potential to save resources and money and reduce the environmental impact of food. The EU is [tackling food waste](#) while ensuring food safety by clarifying relevant EU rules to facilitate action by all players (public and private) and by promoting the sharing of innovation and best practices in this area.



Find out more: https://ec.europa.eu/info/topics/food-safety_en



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**HORIZON
2020**

Industrialization and commercialization of a competitive, sustainable and consumer oriented alternative animal protein source

Results in Brief

Sustainable, slaughter-free meat removes need to kill animals

Cultivated meat is an ethical alternative to factory farming, reduces animal-transmitted diseases and produces no greenhouse gases from enteric fermentation.



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Producing animal protein by cell culture in a controlled environment, known in the industry as 'cultivated meat', uses no antibiotics and hormones and has none of the animal welfare or environmental issues associated with factory farming.

"Our technology uses animal cells to grow meat without the need to slaughter the animal or have a lot of animals to produce meat," says Meat4All project

coordinator Iñigo Charola, co-founder and CEO of [BioTech Foods](#) in San Sebastian, Spain.

A small sample – a biopsy – is taken from a healthy animal. The muscle cells are then isolated and cultured in an industrial environment that replicates the conditions of those cells in the living animal.

This involves maintaining animal temperature – 37 °C, feeding with minerals, vitamins and amino acids and providing oxygen – all this without harming or stressing the cells.

“Nutritionally speaking, muscle provides the protein,” Charola explains, adding: “Once you isolate those cells, you can use them to produce meat for a long time.”

“When you replicate the same conditions as in the animal, the cells do what they are programmed to do – to grow and then to differentiate into muscle. We then harvest it as a product that can be transformed into consumer products like burgers, sausages, nuggets and other formats that have the flavour and texture of traditional meat.”

Manufacturing scale at an affordable price

Prior to the EU-funded Meat4All project, most components used to feed the cells were expensive and mainly used in the pharmaceutical industry. “But we were able to find alternative ingredients for the culture media which feed the cells and were food-grade instead of pharma-grade. Working on culture media formulations allowed us to dramatically decrease the cost,” Charola says.

Having shown this works in a pilot plant, BioTech is investing EUR 36 million in a new plant in San Sebastian where production will begin in 2024 followed by the commercial launch. The aim is a production capacity of 4 000 tonnes per year of cultivated meat, he adds.

Sustainability advantages

Meat cultured in an environment without contact with animals avoids animal-transmitted diseases and the use of antibiotics.

It also requires many fewer animals, which is better for the planet. “Meat production puts strong demand on natural resources – 38 % of the world’s habitable land is used for feeding animals and that’s not sustainable at all,” notes Charola.

“To produce one kilogramme of beef requires around 15 415 litres of water for the whole production cycle, including everything you feed the animal. It is estimated we will need 90-95 % less water to produce [cultivated] meat.”

The [Food and Agriculture Organization FAO](#)  of the United Nations notes that animal agriculture is responsible for 14.5 % of the world's total greenhouse gas emissions, mainly methane. Cultivated meat can reduce this. “We don't have the animal, just the cells, so there is no methane produced by enteric fermentation,” says Charola.

Acceptable to consumers?

Market research in many countries has found that younger people are willing to accept new technologies that contribute to more sustainable food production. But today, cultivated meat products are only authorised in Singapore.

With restrictions on large-scale production in many regions, consumer taste tests have not yet been done on this or other EU-funded cultivated meats such as those connected with the [CULTURED BEEF](#) project and [CCMeat](#) project.

“Food can only be successful when it meets two criteria – you like what you eat and you can afford it,” according to Charola. Beyond that, for novel foods to be accepted, “it is important to communicate transparently, so consumers have all the information about the benefits.”

Keywords

Meat4All, cultivated meat, greenhouse gases, methane, antibiotics, natural resources, beef, food

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