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Acceptance of Animal-Free Cheese Products

Evidence from an Information Experiment in Germany

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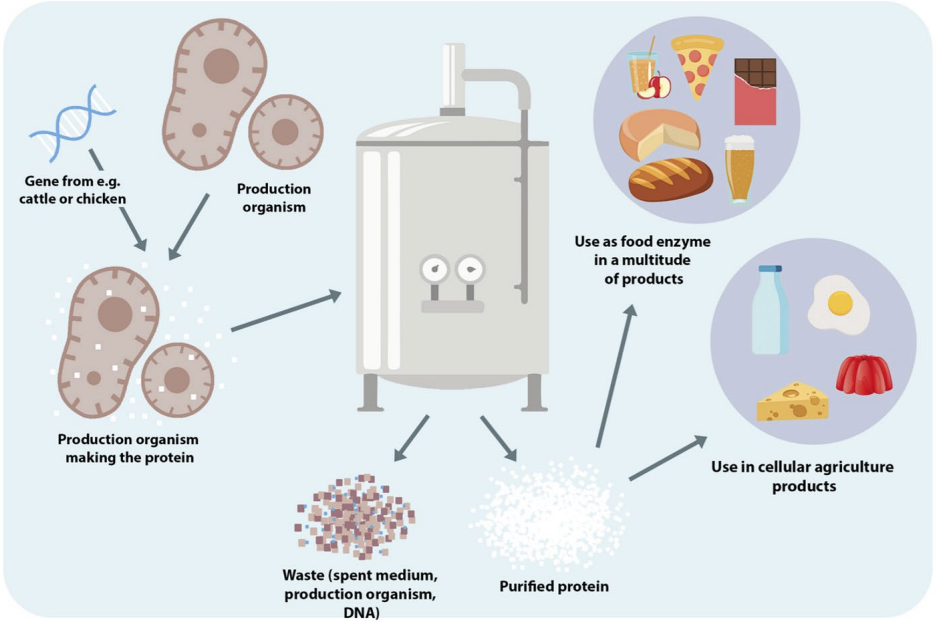
Background

- Growing world population and increasing demand for protein-rich foods – land use and land use change are key sustainability issues (Röös et al., 2017; Flachowsky et al., 2017; OECD, 2023)

- Alternative proteins offer potential options for sustainable consumption without sacrificing food taste, nutritional benefits and technological properties. Cellular agriculture is futuristic but promising field within alternative proteins (Treich, 2021; Augustin et al., 2023; Humpenröder et al., 2022)

- New food products face various challenges for market introduction, transition to cellular agriculture indicates many conflicts and adjustments in the food system (Letti et al., 2021; Mendly-Zambo et al., 2021)
  - Consumer acceptance
  - Environmental & land use footprints
  - (Trans-)Genetic organisms
  - Regulatory restrictions

Precision fermentation



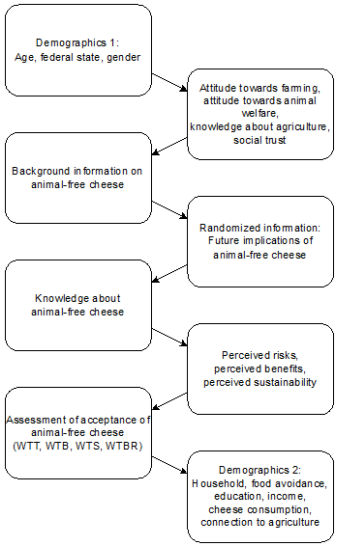
Output:

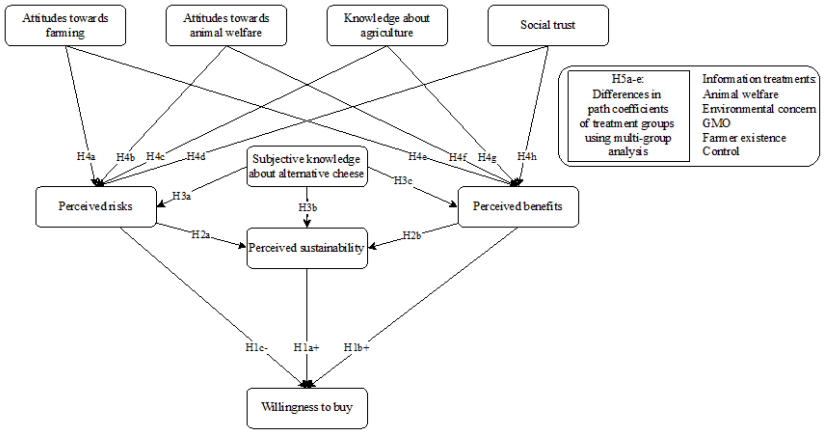
- Animal Proteins
- Animal Lipids
- Plant Lipids
- Other ingredients

Medium.com, 2023; Augustin et al., 2023

Acceptance of Animal-Free Cheese Products

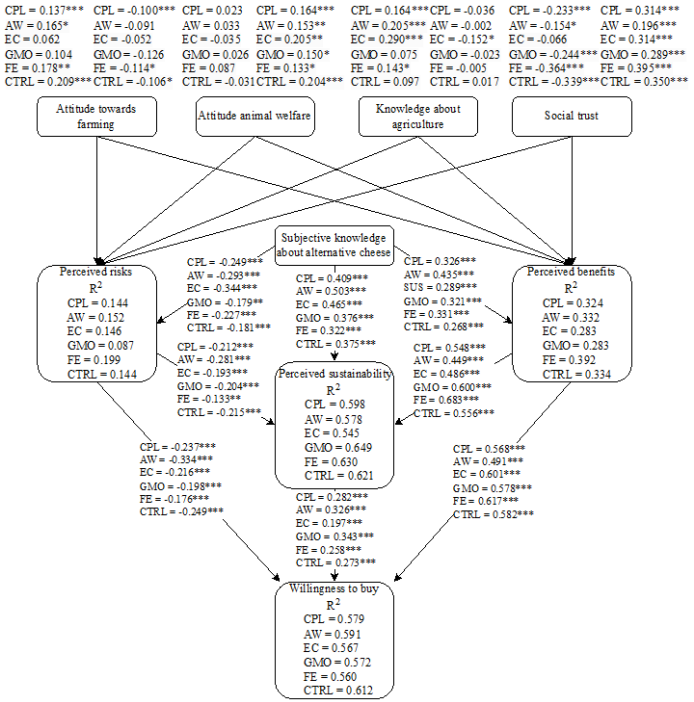
- How do consumers feel about animal-free cheese consumption? (Thomas & Bryant, 2021; Broad et al., 2022)
- Does provision of different information influence their acceptance process? (Baum et al., 2021; Van Loo et al., 2020)



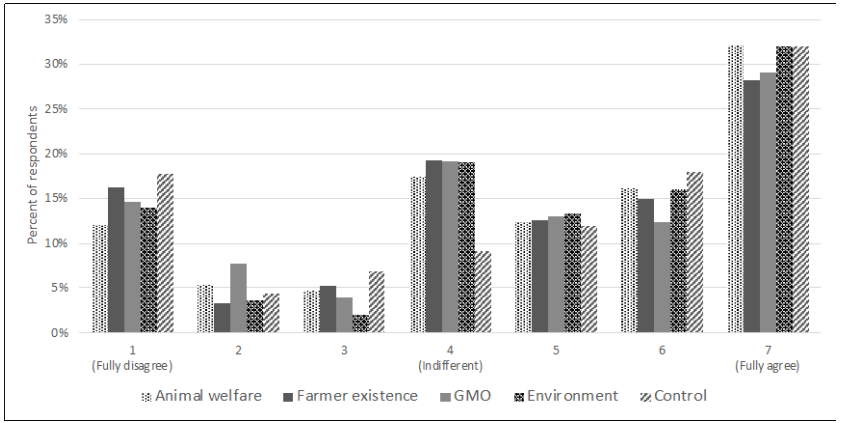


Kossmann et al., 2023

Results

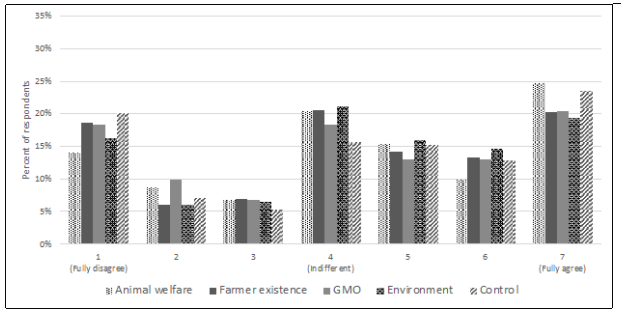


Willingness to try

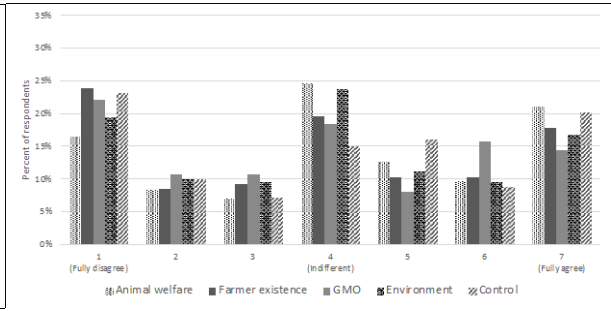


N = 1487

Willingness to buy



Willingness to substitute dairy



Kossmann et al., 2023

Results

- Consumers are open for consumption of animal-free cheese.
- Perceived benefits influence acceptance more than risks.
- No significant influence from information provided.
- Social trust is a critical factor for acceptance.
- Subjective knowledge about animal-free cheese is crucial.
- Transparent communication could promote acceptance.

Vielen Dank!

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