

Lutton, Sara - AMS

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Sent: Monday, October 16, 2017 10:08 PM
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Subject: Clean Meat - WSJ Forum Overview.

Good Morning,

Last week, USFRA attended the Wall Street Journal – Global Food Forum. As follow up to that particular one day event, the WSJ published multiple stories today about the future of food and the food industry. A substantial portion of the morning at the WSJ Forum was focused on meat substitutes and company leaders from Memphis Meats and Beyond Meat, Uma Valeti and Ethan Brown, respectfully. Ethan Brown declared meat production an environmental tragedy. I signed up for the Memphis Meats lunch table and was asked by Mr. Valeti what I thought the meat industries response would be to their product. I told them there was a long way to go before they had a marketable product, but they should seek marketing and promotional language that wasn't so divisional and false regarding the farm animal industry.

As you will read below, Paul Shapiro from HSUS made it a point to use the term "Clean Meat" multiple times throughout the day. So much so, that Daren Coppock, the CEO of the Ag Retailers Association brought the topic up to FDA Commissioner, Scott Gottlieb during a Q&A session later in the day. Daren's question was specific around the use of certain words and claims on labels that the FDA needed to address. The answer was not surprising,..funding and personnel limitations.

Please review the following for additional information on this particular topic. You will see that we left the conference and immediately investigated the term "Clean Meat" from a trademark perspective, but we missed it by seven months. (Completely my fault, I should have jumped on it when I first heard last winter.)

Clean Meat

Besides cultured meat and in vitro meat, the terms synthetic meat, vat-grown and lab-grown meat have been used to describe meat grown in a cell culture. Advocates and companies that support the technology prefer the alternative "clean meat," because they claim the name better reflects the production and benefits of the meat but it seems to be more about rebranding. A study

about public attitudes towards “cultured meat” found only a third of consumers were willing to regularly eat cultured meat rather than conventionally produced meat because they were concerned about cost, flavor and it being unnatural.

The trademark for “Clean Meat” was requested in March 2017 by Brad Craner, the Head of Wholesale Risk Management at multinational insurance firm Zurich North America. Craner does not appear to have any ties to the food industry - it is likely he bought the trademark as an investment. Likewise, the handles [@CleanMeat](#) and [@CleanMeats](#) have been registered on Twitter since May 2016, but the accounts are completely unused. **USFRA currently possesses the Twitter handle @clean_meat.**

Media use of the term “clean meat” began when the Good Food Institute published an article in the [Huffington Post](#) that claims clean meat “is more accurate” than cultured meat. Interest increased at the end of this summer after Bill Gates and Richard Branson invested in Memphis Meats. “Clean meat” has since appeared in publications like the [Los Angeles Times](#), [Bloomberg](#), [the Wall Street Journal](#), [the Guardian](#), [Fortune](#), [Forbes](#) and [Forbes again](#). Paul Shapiro ([@PaulHShapiro](#)), the Vice President of the Humane Society of the United States, will publish a book entitled *Clean Meat: How Growing Meat Without Animals Will Revolutionize Dinner and the World* on Jan 2, 2018.

[The Good Food Institute \(GFI\)](#) is a U.S. nonprofit that promotes “clean meat” alternatives to conventional animal agriculture products = with several nonprofits (New Harvest, Modern Agriculture) and companies (Memphis Meats, Mosa Meats, Super Meats). [Their website](#) claims that, “rather than obtaining meat from animals raised on environmentally destructive factory farms and slaughtered in filthy slaughterhouses, clean meat is produced by taking a small sample of animal cells and replicating them in a culture outside of the animal. The resulting product is 100 percent real meat, but without the antibiotics, E. coli, salmonella, or waste contamination – all of which come standard in conventional meat production.” Memphis Meats calls itself the [leading clean meat company](#) in the U.S.; they released the “first clean meatball” in February 2016 and the [world’s first clean poultry](#) in March 2017.

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