

# Cultured meat, plant-based alternatives, and traditional meat:

## What do consumers and agriculturalists think?

Researchers in the College of Food, Agricultural, and Environmental Sciences at The Ohio State University recently surveyed 130 Ohioans who identified themselves as members of the agricultural industry. The researchers also surveyed 1,250 Ohio consumers. This survey was used to gauge their views of current and future meat options, as well as how they would like to receive information about them. Some of the key takeaways can be found below.

Average birth years of participants:

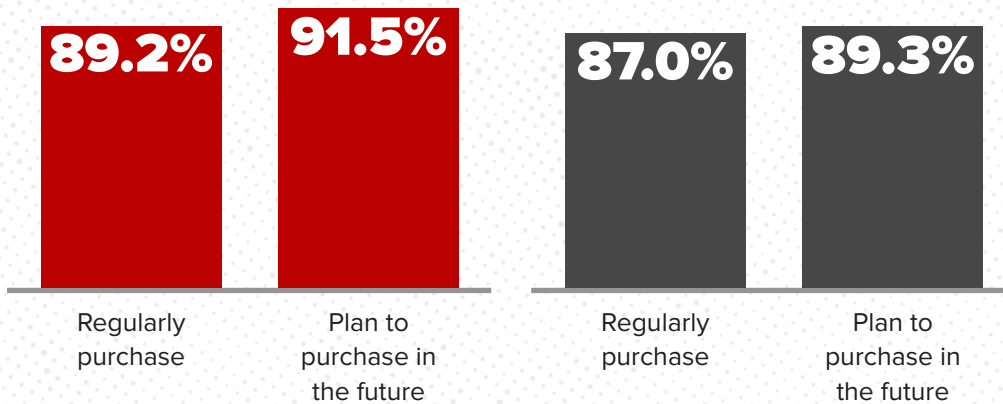
**1976** consumers

**1979** agriculturalists

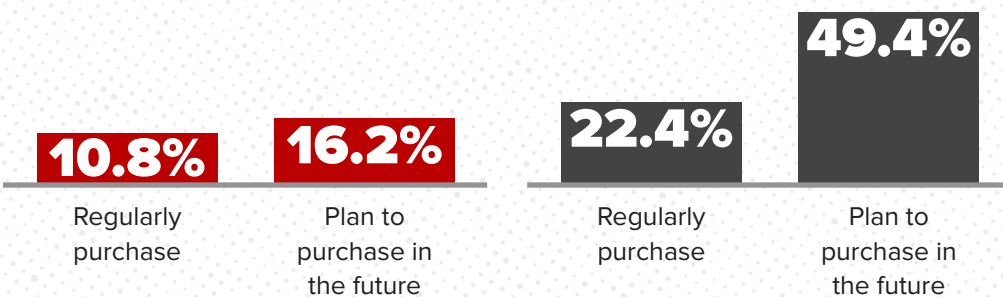
### Current and Future Purchases of Meat and Meat Alternatives

■ Ohio Agriculturalists ■ Ohio Consumers

#### Traditional Meat



#### Plant-based Meat Alternatives



Nutritional value was an informational meat topic both groups were interested in...

**57.5%**  
of Ohio Consumers

**48.5%**  
of Ohio Agriculturalists



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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# Comparing Top Three Preferred Sources for Information about Meat

■ Ohio Agriculturalists ■ Ohio Consumers

*Agriculturalists chose more agriculturally-focused entities for their top two options, while consumers chose sources more affiliated with the health industry. However, in their top three as a whole, both groups chose two of the same sources for information.*



## Top Three Preferred Learning Methods

*Ohio Agriculturalists*



**Read Printed Fact Sheets, Bulletins or Brochures**  
**56.9%**



**Face-to-face Conversation**  
**48.5%**



**Visit a Website**  
**46.9%**

*Ohio Consumers*



**Visit a Website**  
**58.9%**



**Watch a Documentary**  
**57.4%**



**Read Printed Fact Sheets, Bulletins or Brochures**  
**49.9%**

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