

# Turning novel proteins into trusted foods

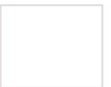
Consumer perceptions of high-tech proteins

January 2026



# Contents

1. Introduction
2. Methodology
3. Recommendations
4. Evaluating food processing
5. Positioning novel proteins
  - a. Biomass fermentation
  - b. Precision fermentation
  - c. Cultivated meat
6. Appendix
  - a. About the Consumer Observatory
  - b. Bibliography



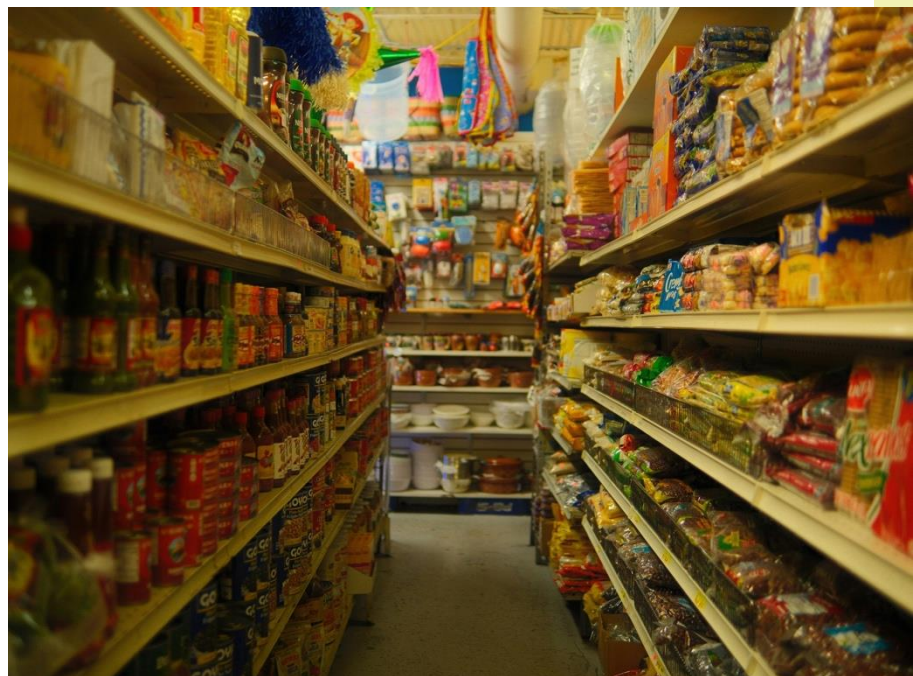
# Introduction

## The biotechnology industry must strategically introduce novel proteins to consumers before market launch.

The biotechnology sector is developing rapidly. Novel proteins manufacturers are preparing for market launch and regulations are starting to catch up. This is a pivotal moment: positioning biotechnology products the right way when they hit the market will shape consumer acceptance. The right narrative will solidify consumers in favour of alternative proteins, win over neutral consumers, and address concerns from the sceptics.

This research builds on the findings of EIT Food Consumer Observatory's recent reports: [\*Uncovering consumer perceptions of the upcoming Biotech Act\*](#), [\*Consumer Perceptions of Proteins for the Future\*](#), and [\*Future Scenarios for Alternative Proteins\*](#). This report explores how novel proteins produced using biotechnology can best be positioned for consumer acceptance. Previous research shows that perceived health and safety are key barriers to consumer acceptance of alternative proteins. Indeed, health is a key factor shaping food choices: approximately half of European consumers prioritise eating more healthily.<sup>4</sup>

We learned from previous research that the perception of (un)healthiness of alternative protein largely depends on the perceived naturalness of these products, which in turn depends on the level of processing associated with them. This research therefore focuses on understanding in greater detail how consumers evaluate the healthiness and level of processing of biotechnology proteins. This report provides insight on positioning biotechnology proteins, and how to communicate their healthiness to consumers.



# Policy context: EU Biotech Act

The Consumer Observatory's previous research on consumer acceptance of a proposed EU policy supporting the development of Europe's biotechnology industry sets the scene for this report.

The EIT Food Consumer Observatory report [\*Uncovering consumer perceptions of the upcoming Biotech Act\*](#) provides important context to understand how European consumers may respond to foods produced using biotechnology. This large scale qualitative and quantitative research shows that acceptance of the policy is closely linked to consumers' broader attitudes towards biotechnology in food.<sup>1</sup> Overall, European consumers are cautiously open but largely undecided. Nearly half of respondents take a neutral stance towards the Biotech Act, with smaller groups either supportive or sceptical. This indicates a "wait-and-see" mindset that leaves significant room for influence through product design, regulation and communication. Acceptance is shaped primarily by four factors<sup>1</sup>:

1. Perceived urgency of the food system challenges the Act aims to address
2. Perceived effectiveness
3. Perceived fairness
4. Trust in authorities

From a market perspective, the wider **problem context is favourable**. Consumers broadly recognise that Europe's food system faces serious challenges, including environmental impact and dependence on global supply chains. Biotechnology is seen as a potential solution, particularly where it promises more resilient, sustainable and animal-friendly food production. The perceived urgency of these issues creates a supportive backdrop for novel proteins, especially when they are positioned as practical responses to concrete problems rather than as abstract technological breakthroughs.

However, the report also highlights **persistent ambivalence towards biotechnology in food**. Consumers associate biotech both with familiar, accepted processes (such as fermentation used in cheese or vitamins) and with more controversial applications, notably GMOs and cultivated meat. While benefits such as improved sustainability, food safety and efficiency are widely acknowledged, concerns remain around long-term health effects, "unnaturalness", loss of traditional farming and increased concentration of power among large food and biotech corporations. More radical innovations tend to face stronger resistance, whereas technologies that feel familiar encounter fewer barriers<sup>1</sup>.

Trust is a critical factor shaping acceptance. Only a minority of consumers express strong trust in EU institutions to regulate biotech food systems in a way that prioritises public interest. Consumers consistently call for transparency, independent oversight, robust safety standards and clear communication of both benefits and trade-offs. Importantly, acceptance increases when people believe that biotechnology will deliver **direct benefits to consumers and farmers**, rather than primarily serving large corporations. Perceived fairness is the second-strongest driver of acceptance after perceived effectiveness<sup>1</sup>.

The findings suggest that openness to biotech-enabled foods is highest among younger, urban, higher-educated and sustainability-oriented consumers, while older, rural and more conservative groups remain more cautious. Adoption of novel proteins is likely to be driven by progressive consumer segments, but that broader market uptake will depend on addressing concerns around affordability, fairness and trust.



# Methodology

To build on findings from previous research, this project generate rich insights based on discussions with real European consumers.

The Consumer Observatory's citizen participation forum is an online research community. More than 300 consumers from seventeen different countries across Europe participate.

Through discussions and interactive activities, participants explore food topics and express their opinions. Rich qualitative data comes from real consumers' conversations with one another and the researchers. A shared interest in food motivates participation. The platform hosts everyone from budget conscious home cooks, foodies with luxurious taste, and sustainability minded citizens.

Using the citizen participation forum, this research explores how consumers perceive alternative proteins produced using biotechnology. 215 consumers participated in this research.

In the first phase, we designed activities to explore their understanding of food processing and the biotechnology processed used to produce food. In the second phase of this research, we divided the participants into three equal groups. To learn how biotechnology foods can be described to appeal to consumers, each group was presented with a different concept describing one of three biotechnology food products:

- Mycoprotein produced using biomass fermentation
- Precision fermentation
- Cultivated meat



# Key findings & recommendations

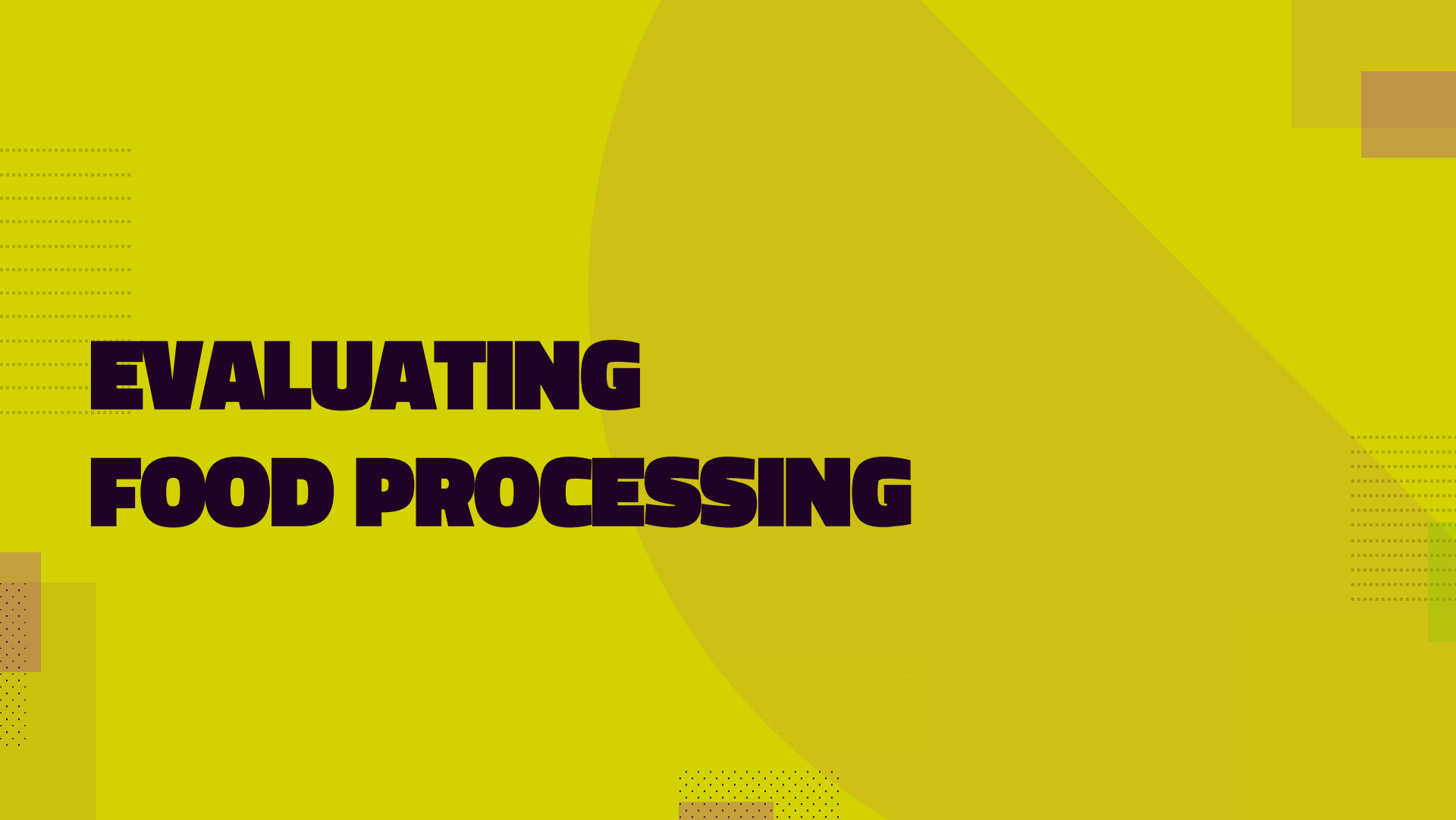
## Evaluating food processing:

- Consumers feel confident defining whole and ultra-processed foods. They share a belief that whole foods are natural and healthy whereas ultra-processed foods (UPFs) are unnatural and unhealthy. The number of ingredients and the use of industrial additives is a strong signal to consumers that a food is UP and therefore unhealthy.
- While consumers share clear, common definitions of whole and UP foods, when they are asked to categorise specific examples of foods their answers vary enormously. They are especially confused about foods that have a natural, healthy reputation but involve processing, for example yoghurt and granola. This shows that although consumers feel confident defining whole and UP foods on paper, they are uncertain when making food choices in practice.
- Biotechnology foods are novel and fall outside consumers' existing understanding of food healthiness and processing. This opens the door for nuanced conversation about the health implications of food processing. Some consumers focus on the biotechnology production process, finding it complex, unnatural and even scary. This is especially true when any kind of genetic modification is involved. Others place more weight on the resulting product: if it replicates a whole food found on farms, they are willing to believe that it can be just as healthy.
- Emphasising the purity and healthiness of products made using biotechnology will cultivate more acceptance than emphasising the production process.

## Positioning novel proteins:

- Sustainability credentials are not sufficient to entice consumers to choose biotechnology foods. Demonstrating credible health benefits and emphasising animal welfare resonates more strongly. Sustainability credentials can be presented as a side-benefit. This avoids consumers feeling preached to or alienated when sustainability doesn't match their priorities.
- To meet consumers' health criteria, biotechnology processes must overcome their reputation as "lab food". Consumers today value natural food. This image inflames concerns about the long-term health implications of novel foods. Proving health claims and obtaining third party health and safety validation can help, but cultivating a wholesome, pure image will be critical.
- Grounding descriptions of new technologies in familiar food production process and medical applications of biotechnology builds trust. However, clear, transparent explanations need to be formulated using extremely simple consumer language. Technical language, like that implying genetic modification or mentioning strains of fungi and bacteria, can quickly trigger intense objection.
- **Mycoprotein & biomass fermentation** is perceived as relatively familiar and natural. Emphasising fermentation boosts trust in mycoprotein's healthiness, but technical language triggering images of fungi or mould should be avoided. Consumers inherently understand that mycoprotein related to fungi and mushrooms but find difficult to imagine so communication should focus on making the product feel tangible.
- **Precision fermentation** can quickly be labelled as unnatural. Any indication of genetic modification repulses consumers. However, introducing this technology through the lens of existing medical applications builds trust through familiarity and a sense that the technology is well tried and tested.
- **Cultivated meat** is becoming familiar to consumers due to ongoing media attention. The most promising consumer segment for cultivated meat is meat-eaters who feel guilty about the animal welfare implications but are not willing to change their lifestyle. For this group it presents a best-of-both-worlds option.





# **EVALUATING FOOD PROCESSING**

# Technology used in protein production shapes consumers' acceptance

The Consumer Observatory's previous research reveals that consumers are hesitant toward high-tech proteins.

The [\*Consumer Perceptions of Proteins for the Future\*](#) report highlights a divide between “**low-tech**” and “**high-tech**” proteins.<sup>3</sup> Low-tech proteins, such as legumes and algae, are generally perceived as *familiar and minimally processed*. High-tech proteins, including cultivated meat and fermentation-enabled proteins, are seen as *engineered and heavily processed*.

Low-tech proteins benefit from familiarity and perceived simplicity. Consumers believe they are safe and have proven health benefits. As a result, these proteins are perceived as healthier and more natural. High-tech proteins, by contrast, are associated with laboratories and unfamiliar production methods. While some consumers appreciate the sustainability and animal welfare benefits, many question whether foods produced “using technology” can be truly natural or healthy. Their concerns revolve around unknown long-term health effects.

Importantly, this scepticism is not driven by fear alone, but by **lack of understanding**. When production processes are perceived as opaque or difficult to visualise, consumers struggle to trust novel foods. This research therefore explores further how consumers interpret the healthiness of processing involved in biotechnology proteins.



# Consumers share common definitions of whole versus ultra-processed foods

Consumers associate whole foods with naturalness and therefore health. Whereas UPFs are described as unhealthy due to industrial processing and artificial ingredients.

## According to consumers, whole foods are:

- Natural and healthy
- Raw foods grown on farms or foods containing few, simple, familiar ingredients
- No or few steps have been taken to prepare the food. Any processing is simple and traditional or could be done at home
- Have a short shelf-life due to lack of preservatives

*A food that contains ingredients in natural or minimally processed state, retaining the original nutritional qualities.*

**Jaakko, Finland**

*Whole foods are natural or minimally modified foods, such as fruits, vegetables, legumes, eggs, meat, or fish, that remain very similar to how they are found in nature.*

**Stefania, Italy**

## Consumers define ultra-processed foods as:

- Unnatural and unhealthy
- Contain ingredients added to enhance taste, texture, shelf-life and stability. Additives, like flavourings and preservatives, are particularly associated with processed food and perceived as artificial and unhealthy
- Several steps have been taken to alter and prepare the food which might be complex and seen as 'industrial'

*I think that ultra-processed food have a lot of unhealthy ingredients with difficult names.*

**Alina, Romania**

*The processed food has special ingredients like fat, sugar, salt, preservation, thickener, colours and aroma added. I think exactly these substances are problematic for people's health.*

**Michael, Germany**

# When presented with specific foods, consumers reconsider labelling processed foods unhealthy

Consumers agree that more processing means less healthy food. However, when evaluating real foods, consumers struggle to reconcile the processing involved in many foods they believe are healthy and natural.

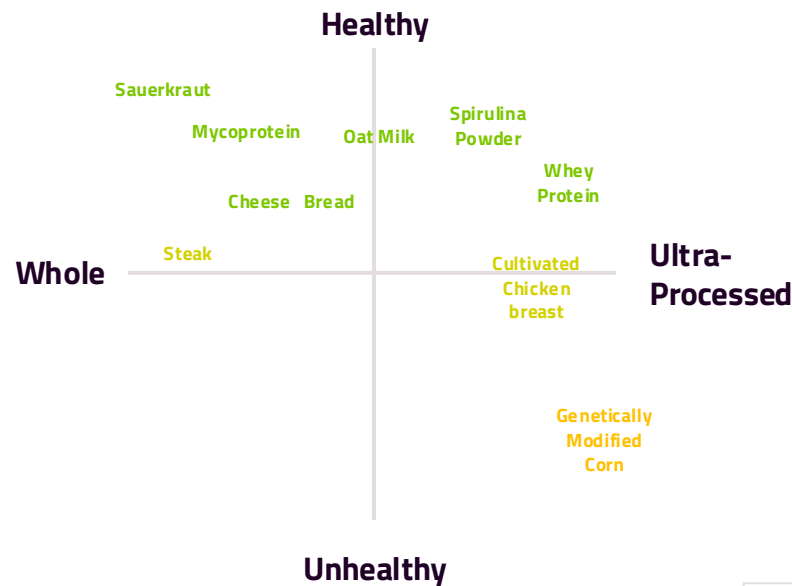
*Things like granola bars or flavoured yogurt confuse me, because they seem healthy, but they contain added sugar and stuff, so I'm not sure about them.*

Alessandro, Italy

Consumers were asked to categorise a number of specific foods according to their relative healthiness and processing by plotting specific foods on a chart with two axes. The diagram here shows an average resulting chart. The specific food examples were chosen to spark consideration and debate.

Consumers categorised several foods in the ultra-processed-healthy quadrant: UPFs like whey protein and oat milk are considered healthy despite their recognised processing. This shows that more processed foods can still be perceived and marketed as healthy. However, quadrant for whole-unhealthy food was least filled: products consumers categorised as whole foods were rarely deemed unhealthy. This shows that the health status of whole foods is less debatable.

How consumers categorised each product varied considerably. This shows that while consumers have convergent definitions of whole and UPFs, the way that they apply those definitions in practice differs.



# The purity of biotech proteins can appeal to consumers seeking healthy whole foods

Consumers decouple health and processing when it comes to biotech proteins. Only those most fearful of biotechnology maintain that complex production processes are unhealthy. Others view the products as simple and pure.

Proteins produced using biotechnology don't fit consumers' definitions of healthy whole foods or processed junk food. Consumers are willing to consider both the process and the product to evaluate how health protein produced using biotechnology are.

When it comes to assessing the health of these novel proteins, consumers are divided into three broad factions:

- **Lab-Food Phobics:** For this group, biotechnology is the peak of food ultra-processing. They perceive industrial, artificial processes resulting in unnatural food products likely to present long-term health issues. This group is fearful of developments in biotechnology for food.
- **Biotech Optimists:** To this segment, biotechnology is an opportunity to produce familiar food in a new way. They focus on the product rather than the process, seeing them as pure, whole foods as found in nature.
- **Neutral Pragmatists:** This group is unwilling to classify novel proteins as either whole or ultra-processed. Their stance is relatively positive. They believe complex production processes can create healthy products.

By focusing on the properties of novel proteins: pure, simple and mirroring nature, rather than the production process, consumers can better understand how innovative processes could produce healthy food products.

*I am concerned with the negative effects of the process. I don't believe in the industrialisation of food as a solution to our problems.*

Jean Jacques, Belgium

*I think these foods made using biotechnology are whole foods because they are pure proteins. Yes the processed is complex but in my mind they are more whole foods, for their characteristics.*

Francesco, Italy

*I think the general conception at the moment is that ultra-processed food has lots of additives and is bad for your health. I don't think these foods necessarily have many additives and in any event they wouldn't seem unhealthy. Perhaps it's better to look at things in a different way in respect of these foods.*

George, UK

# **POSITIONING NOVEL PROTEINS**

# Building trust in biotechnology by demystifying the "lab food" image

**This research gathered consumer feedback on explanations of novel proteins produced using biotechnology.**

Focusing on the pure products of biotechnology processes is the best approach to bridge the gap between technology and health for consumers. However, to build trust in novel proteins, consumers want to understand the basics where their food comes from. Opening the black box of biotechnology could help relieve fears and address its "lab food" image.

Concept testing allows real consumers to give honest feedback on explanations of biotechnology foods. With this feedback, industry can finetune their propositions. This reduces risk involved in market launch.

We presented 3 groups of approximately 70 consumers each with descriptions of one of three biotechnology processes and products:

- Biomass fermentation producing mycoprotein
- Precision fermentation
- Cell-cultivating meat

The purpose of this concept testing was to identify strategies for presenting consumers with biotechnology processes and products. Understanding what messages resonate with consumers versus what language they find unappealing is critical to position products effectively



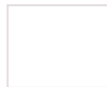
# General recommendations for positioning biotechnology foods

**Build trust in health and safety with transparency, evidence and focus on repealing the 'lab food' image.**

Biotechnology foods are often dismissed by consumers as "lab food". This artificial imagery sits uneasily alongside consumer's growing preference for food that is healthy and natural. To shift attitudes, it will be essential to demonstrate clear and credible health benefits of biotechnology food. That, in turn, depends on reassuring consumers about the safety of novel proteins using robust evidence. Scientific proof alone may not be enough: cultivating a wholesome, natural aura around biotechnology foods will strengthen trust in its healthiness.

It is tempting to emphasise the sustainability benefits of biotechnology, but interest in sustainability is waning; among consumers looking to change their diet, only 12% prioritise making more sustainable choices.<sup>4</sup> Sustainability alone is unlikely to drive uptake of biotechnology foods. By contrast, the animal welfare benefits associated with biotechnology proteins do resonate. Both sustainability and animal welfare credentials can signal a company's positive values, reinforcing trust in unfamiliar products.

While focusing on a pure protein product is more attractive than talking about biotechnology, transparency about the production process helps consumers feel confident about what they are eating. When the process is described in abstract or overly technical terms, the final product can seem intangible which breeds distrust. People want to understand, in concrete, relatable terms, how their food is made.



# Mycoprotein produced using biomass fermentation

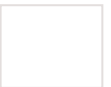
*I want to eat in a way that's better for the planet, but I still want my meals to feel delicious and healthy. Many meat alternatives and protein supplements don't quite deliver. They can be too processed or lack a satisfying texture.*

*Now there are animal-free protein products made from mycoprotein. Mycoprotein comes from natural mushroom-like strains grown efficiently through fermentation. People have used fermentation for generations in foods like bread and yoghurt. Mycoprotein can be used as a healthy food ingredient or used to produce meat alternatives with a great texture. This means I enjoy delicious, high protein meals and feel confident that my choice is better for the planet and kinder to animals.*

- *Made from naturally occurring, mushroom-like strains*
- *Grown using fermentation, a familiar food process*
- *High in protein and essential micronutrients*
- *Animal-free with a lower environmental footprint*



This concept description was presented to consumers without an image present.



# Mycoprotein is perceived as the most familiar and natural biotechnology

Comparing biomass fermentation with traditionally fermented foods boosts trust in its naturalness and health properties. With carefully chosen language, its relation to mushrooms further assures consumers.

Mycoprotein produced using biomass fermentation appeals to consumers because they connect it with familiar foods that are considered natural and healthy. Consumers are familiar with fermentation and connect mycoprotein with mushrooms. The description's comparison with yoghurt and beer builds trust further. However, language associated with fungi or mould, like "strains", is off-putting. Emphasising fermentation is more appealing especially given that consumers associate fermentation with health foods. This solidifies their belief that biomass fermentation is safe and healthy. Of the biotechnologies tested in this study, mycoprotein is perceived as most natural.

Among those opposed to mycoprotein are people who dislike fermented food or mushrooms. A segment also remains who believe mycoprotein is artificial, describing it as "processed in a laboratory". Consumers find the final product difficult to visualise based on this description which leaves them uncertain and craving more tangible information. More concrete descriptions tailored to specific emerging products could assist with this.

*It resembles with my kombucha and kefir cultures that I use at home and that are very beneficial for health.*

**Corina, Romania**

*I like the fact that this high protein food comes from a naturally cultivated mushroom.*

**David, France**

*It seems healthier and more natural because it uses natural processes such as fermentation.*

**Victor, Spain**

*I'm not sure that a mycoprotein produced and processed in a laboratory is very healthy.*

**Elena, Italy**

# Precision Fermentation

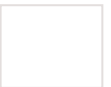
*I love dairy products and eggs. Whether I'm cooking breakfast, throwing together a sandwich or baking a birthday cake. I also know that traditional animal farming has a big environmental footprint and I worry about animal welfare. But alternative products just don't quite deliver the same flavour, texture or performance.*

*Now there are dairy and egg products made using precision fermentation. Precision fermentation uses natural microorganisms, like yeast, to produce exactly the same proteins found in cow's milk or chicken's eggs without the need for animals. This process has been used for decades to produce medicines like insulin. First, gene sequences for animal proteins are introduced into the yeast. These tell the yeast how to produce animal proteins. Next, the yeast is fed sugar which it uses to make the desired protein, in the same way it would turn sugar into alcohol during beer production. Finally, the proteins are purified and used to create a finished product that is indistinguishable from cow's milk, cheese or eggs. This means I can enjoy real dairy and egg experiences, creamy, melty and delicious, while choosing a more sustainable and future-proof way of producing food.*

- *Real dairy and egg proteins, made without animals*
- *Same taste, texture and functionality as conventional products*
- *Lower environmental impact than traditional farming*
- *Based on a trusted process already used for foods like cheese and medicines*



This concept description was presented to consumers without an image present.



# Descriptions of precision fermentation must be grounded in familiar examples and simpler language

**Producing isolated animal proteins is unfamiliar to consumers and appears unnatural. A simpler explanation emphasising known applications of the technology with credible health assurances is necessary.**

Consumers who view precision fermentation positively feel that it is well-tested. Comparing it with long-standing medical technologies used to produce insulin builds trust in its health and safety. They also tend to have a curious view of new technologies and feel positive about new “modern” solutions. Rather than the sustainably-minded, technophilic consumers are likely to be first to try precision fermented proteins.

However, precision fermentation is generally perceived as the most artificial of the biotechnologies presented in this study. A segment of consumers complete refuses to accept a technology they deem unnatural and therefore “wrong”. Unknown health consequences are strongly associated with unnatural and ultra-processed food. Consumers want scientific reassurance that precision fermented food is safe long-term.

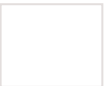
Any indication of genetic modification, like the mention of “gene sequences” in this concept, can immediately trigger strong objections from consumers. Public debate about the environmental and health consequences of genetic modification have been high profile so consumers are unwilling to accept GM of any kind.

*It seems like a well tested and environmentally friendly approach to food production.*  
**Kim, Ireland**

*I have no interest in these kind of products because they simply are not what nature intended.*  
**Lucy, UK**

*I'm a bit sceptical about the impact on my health... I will need to read more about the whole process and see laboratory tests results.*  
**Katarzyna, Poland**

*It includes gene modification and laboratorial processing. I believe sustainability should be achieved in other ways.*  
**Ines, Portugal**



# Cultivated Meat

*I enjoy eating meat, but I increasingly feel conflicted about it. I worry about the environmental impact, animal welfare, and how sustainable meat production really is. Yet giving up meat altogether feels like too big a step and many alternatives just don't deliver the same taste or experience.*

*Now there is cultivated meat: real meat, made in a new way. It starts with a small sample of animal cells, which are grown in a fermenter, similar to those used for brewing beer. The meat is produced using the same natural building blocks that animals need to grow, like proteins, fats, vitamins and minerals. The result is real animal meat. This means I can enjoy the meat I love, with the same taste, texture and satisfaction, while feeling more confident that my choice is better for the planet and kinder to animals.*

- *Real meat, grown without raising or slaughtering animals*
- *Same taste and texture as conventional meat*
- *Lower environmental impact than traditional meat production*
- *Produced in a controlled, efficient and sustainable way*

This concept description was presented to consumers without an image present.



# Positioning cultivated meat

**Consumers are beginning to appreciate the benefits of cultivated meat (CM). Positioning it as a kind, wise, natural and healthy choice and providing clear health validation will help reassure those still doubtful.**

The Consumer Observatory's report [\*More than Meat: Unpacking Cultural Perceptions of Meat and Sustainable Alternatives in Europe\*](#) advises adopting language that presents cultivated meat (CM) as natural and kind.<sup>5</sup> This aligns with the societal trend towards mindful, ethical meat and a repulsion for industrial, factory meat. This is the guidance this concept description aimed to follow.

CM may not be a good solution for vegetarians. For them, avoiding meat is a familiar and appropriate solution. Consumers who eat meat but carry animal welfare concerns are likely more interested. For that group, CM addresses ethical and sustainability problems without requiring lifestyle change. Some consumers also anticipate the health concerns associated with meat to be relieved. They believe companies will produce meat with a healthier composition: more protein and less fat.

Long-term exposure to the concept of CM may also be playing a role in building consumers' acceptance. The product has been in the news for several years and is available in some markets globally.

There remains a significant group who writes off CM. As with other biotechnologies, it is seen as artificial and unnatural. They want more reasons to believe that it will be healthy and safe long-term. Others are not convinced that CM will truly replicate real meat. This reflects fatigue with meat replacements. Some doubt its sustainability credentials citing high resource consumption.

*The idea of eating meat feels too wrong and I don't think I could even eat lab grown meat.*

**Nea, Finland**

*This idea doesn't require changing your lifestyle or giving up something, but it does allow you to respect the environment and animals.*

**Sophie, Italy**

*I am confident that this food is healthier to me too.*

**Alina, Romania**

*I would never consider eating cultivated meat. The very idea is monstrous and conjures up Frankensteinian images!!*

**Rupert, UK**

# APPENDIX

# About the EIT Food Consumer Observatory

Powered by EIT Food, the Consumer Observatory brings together experts and consumer insight organisations from across the food system to curate and produce consumer insights, trend analysis and research tools.

By combining research expertise, sector knowledge and the green transition behaviour change perspective, the Consumer Observatory aims to maximise the availability of consumer insights on agrifood topics, delivering greater knowledge, strategy and guidance to agrifood stakeholders – helping to bring about positive change in the food system.

This platform puts consumer knowledge and behaviour at the heart of the conversation on food sector trends, driving forward innovative solutions that will help to achieve EIT Food's three missions:

- A Net Zero Food System
- Healthier Lives Through Food
- Reducing Risk for a Fair and Resilient Food System

To access the latest insights or to discuss your specific insight needs, visit [eitfood.eu/projects/consumerobservatory](https://eitfood.eu/projects/consumerobservatory) or get in touch via [co@eitfood.eu](mailto:co@eitfood.eu)

For more information about EIT Food Consumer Observatory reports, download our [reports disclaimer](#).



# Bibliography

1. Consumer Observatory. 2025. Exploring consumer perceptions of the EU biotech act. <https://www.eitfood.eu/reports/biotechnology-policy-acceptance>
2. Consumer Observatory. 2025. Consumer Perceptions of Proteins for the Future. <https://www.eitfood.eu/reports/alternative-proteins-consumer-perceptions>
3. Consumer Observatory. 2025. Future Scenarios for Alternative Proteins. <https://www.eitfood.eu/reports/alternative-proteins-consumer-perceptions>
4. Consumer Observatory. 2025. Trust report 2024. <https://www.eitfood.eu/reports/trust-report-2024>
5. Consumer Observatory. 2025. More than meat: unpacking cultural perceptions of meat and sustainable alternatives in Europe. <https://www.eitfood.eu/reports/boosting-consumer-uptake-of-sustainable-meat-alternatives>

