

gfi / Europe™

Attitudes to cultivated meat in Greece

A representative survey conducted by YouGov | April 2024



Photo: Ivy Farm

Dietary patterns

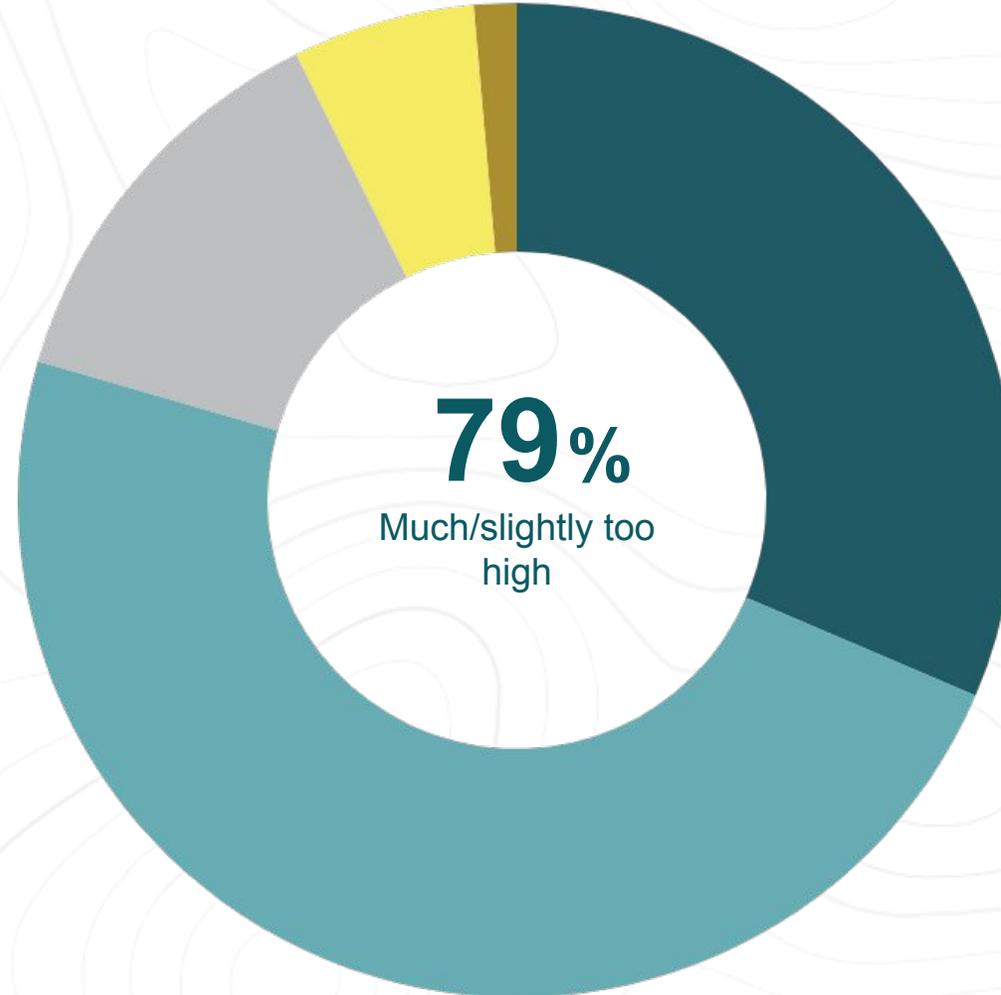


Photo: Like Meat

Attitudes towards meat consumption



The amount of meat we eat on average in Greece is...



- Much/slightly too high
- Much/slightly too low
- Neutral

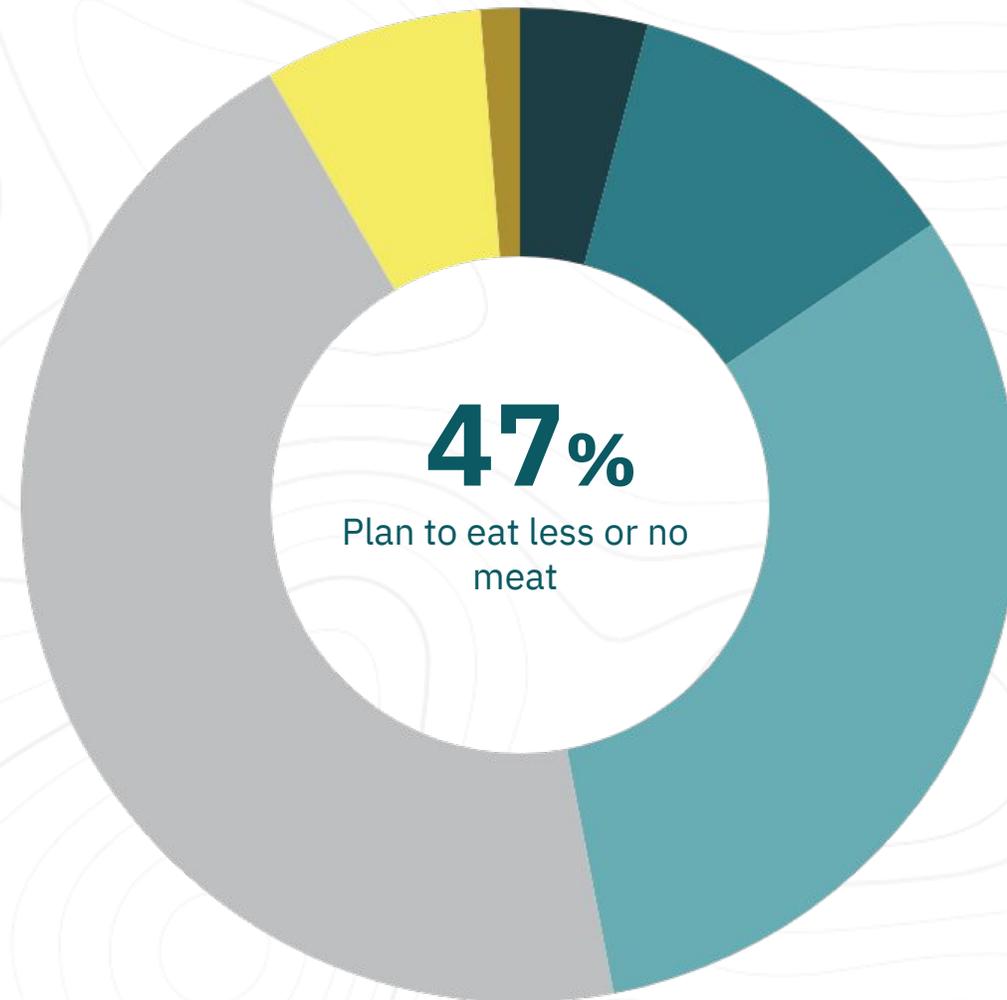
Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)

Attitudes towards meat consumption



Over the next two years, how do you want to change your level of meat consumption compared to the amount you eat now?

- None/much less/ slightly less meat
- Much more /slightly more meat
- About the same amount



Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)

Attitudes towards cultivated meat



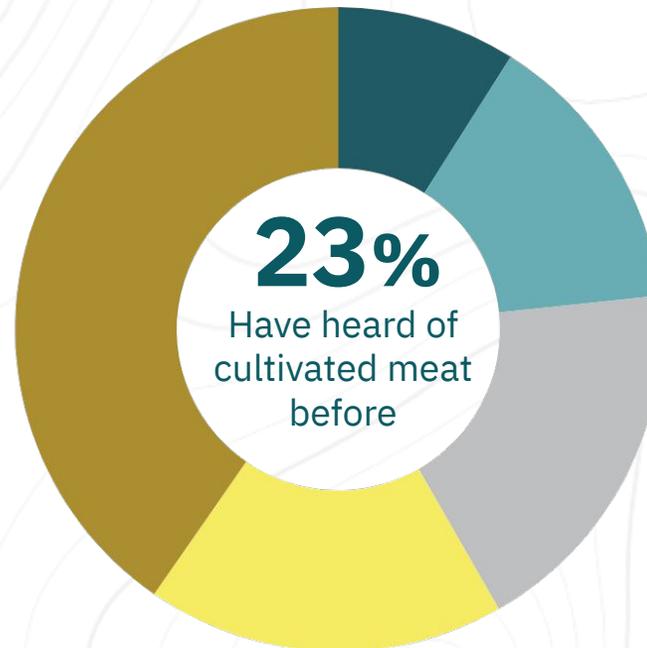
Photo: Good Meat

Awareness of cultivated meat

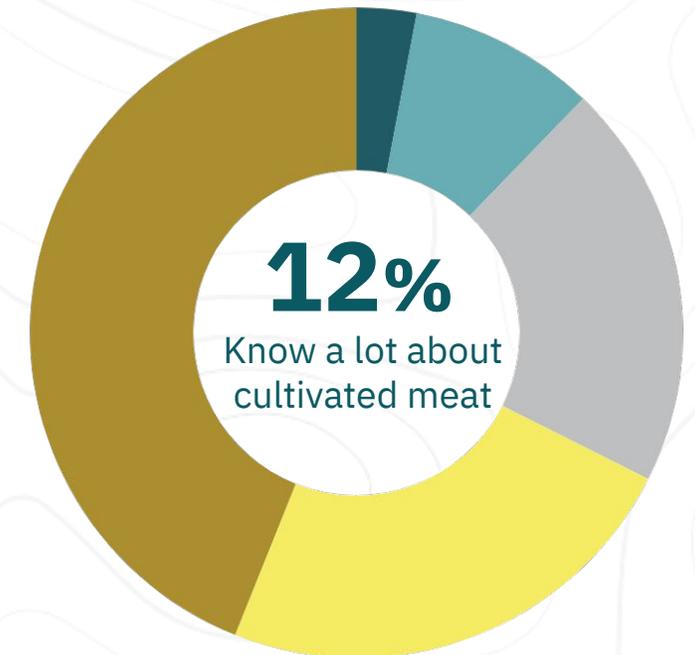


To what extent do you agree with the following statements?

“Cultivated meat is the same beef, pork and chicken that we eat today. However, it is not produced by raising and slaughtering animals. Instead, it involves taking a small sample of cells from an animal and placing them in a fermentor, which provides them with the water, nutrients and warmth they need to grow. The resulting meat can be made into a range of familiar foods, such as burgers and sausages.”



I've heard of this new way of making meat before



I already know a lot about cultivated meat

Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)



Attitudes towards the regulation of cultivated meat



Strongly/tend to agree
Strongly/tend to disagree
Neutral

To what extent do you agree with the following statements?

“If cultivated meat passes its assessment by the food safety regulator, it should be made available for sale in Greece so that consumers can choose whether or not to eat cultivated meat.”

51%
agree



“Regardless of the outcome of the assessment of cultivated meat by the food safety regulator, policymakers in Greece should ban companies from producing and selling cultivated meat.”

41%
agree



“The decision of whether to approve cultivated meat should be independent of any commercial interests.”

76%
agree



“If cultivated meat comes onto the market, it should also be produced in Greece so that our economy can benefit from it.”

52%
agree



Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)



Attitudes towards the regulation of cultivated meat

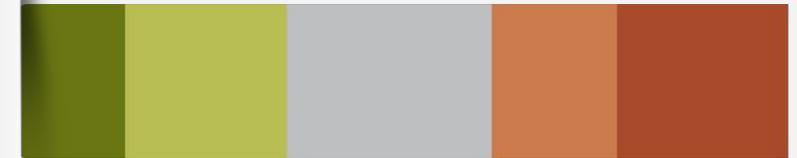


Strongly/tend to agree
Strongly/tend to disagree
Neutral

To what extent do you agree with the following statements?

“Policymakers should invest in research and development into cultivated meat.”

35%
agree



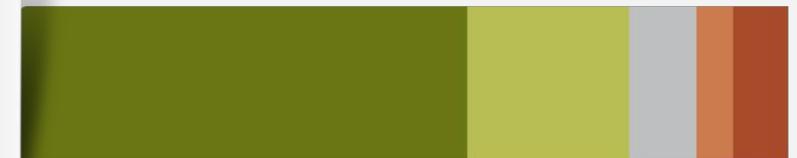
“Policymakers should help farmers benefit from any new opportunities that cultivated meat presents.”

45%
agree



“If cultivated meat comes onto the market, the packaging should use meaty names (eg chicken, burger, sausage) while making it clear that the product does not come from animal farming. eg "cultivated chicken nuggets made without animal farming".”

79%
agree



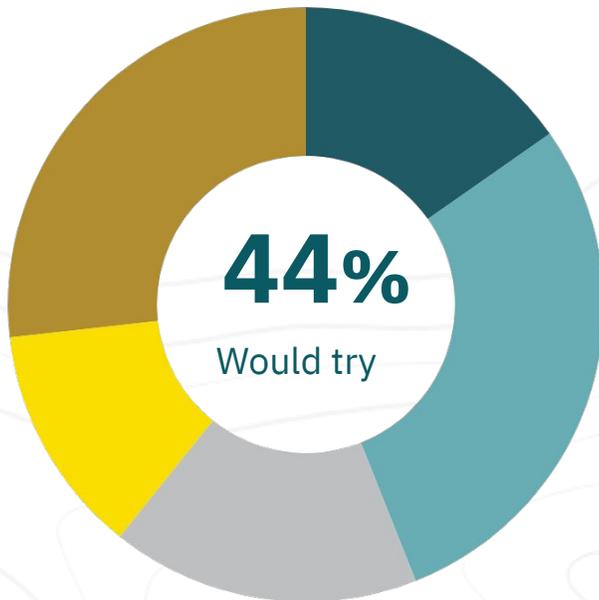
Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)



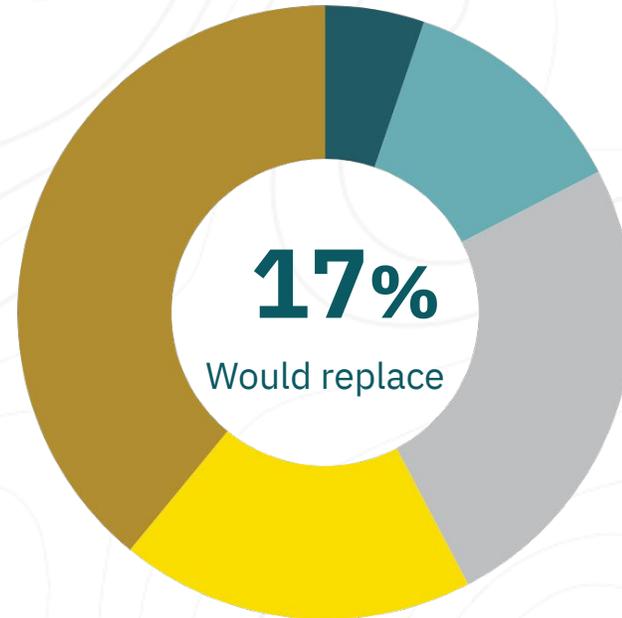
Openness to cultivated meat



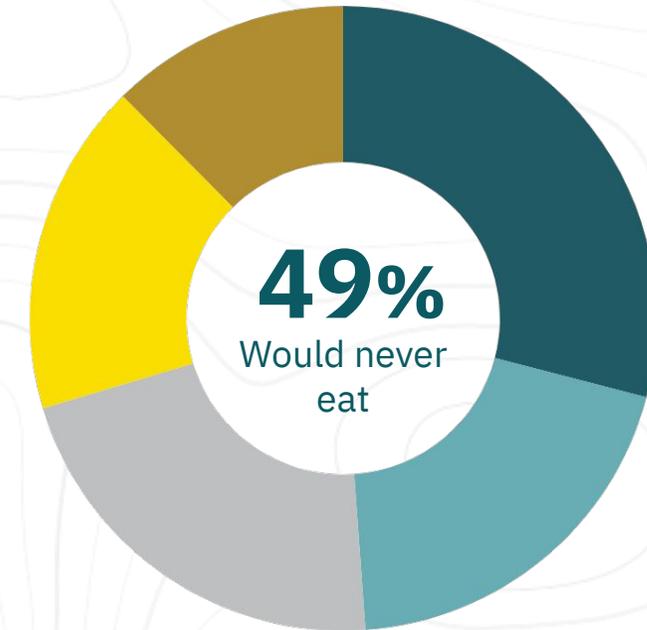
To what extent do you agree with the following statements?



If cultivated meat were available in Greece, I would try it at least once.



If cultivated meat were available in Greece, I would like to replace some of the meat I currently eat with it.



I would never eat cultivated meat

Source: YouGov – representative online survey of 1015 people in Greece over 18 years old (April 2024)



Methodology

YouGov[®]

The data used is based on an online survey conducted by YouGov Deutschland GmbH, in which 1015 people in Greece took part between 17 and 22 April 2024. The results were weighted and are representative of the Greek population aged 18 and over.



gfi / EuropeSM

europe@gfi.org

 [/gfi-europe](https://www.linkedin.com/company/gfi-europe)

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