

The Future of Farming

How is the lack of prior knowledge needed to understand the concept mitigated?

The Future of Farming website was created based on the assumption that the target audience was someone with zero knowledge in cultivated meat, plant-based protein, and factory farming. We figured we'd rather have experienced visitors get a refresher on the material as opposed to new visitors in the field and lost. To accomplish this, the home page maintains a brief description of the three topics we are focusing on (cultivated meat, plant-based protein, and factory farming), and connects the visitor to whichever topic they would like to learn more about. Each of the topics also maintains astounding statistics and resources to learn more about to show new users the significance and breadth of the topics. The goal of this site is not to give users an in-depth analysis of the topics, but rather to get them interested, involved, and pointed in the right direction.

What concerns and questions may arise after explanation and how these are addressed?

The main concerns/questions would be where to get more information. For example, one of the biggest and looming challenges will be how cultivated meat “mimics” and integrates with traditional meat. Assuming that cultivated meat follows the same nutritional, dietary, and flavor perception as meat, blends between the two will be a big proponent for food products. There is also a task to see if the meat can be nutritionally healthier than traditional meat (more protein, less saturated fat or cholesterol, dietary fiber, or other possible nutritional content). Another concern that may arise is what happens to private animal farmers if cultivated meat becomes more popular. This is answered through our discussion on what factory farming is and

why they would be the industry most hurt by a rise in cultivated meat. The factory farming page explains why the elimination of factory farming will not only be better for animals and the environment but also for smaller private farms. In-depth answers to these questions are beyond the scope of this website, however, we can provide the resources to find this information through our resources page. Many prominent figures in the cultivated and plant-based meat areas have done extensive research on these topics and it would be better if their works explained them.

Who is the target audience? What are the key points that need to be addressed for effective communication?

The target audience is teenagers and young adults, because we believe that they are going to be the generation at the cultivated meat revolution. As with any meat replacement or equivalent, cultivated meat will start as an item that only a few will have access to and grow widely to a more common product in restaurants, then stores. With how bioreactors have started to take over most start-ups in the past year, cultivated meat will populate stores within the next decade. If we can spread awareness of this technology to our target audience, then they can help get this meat to stores faster, further helping the environment.

What is the scientific communication strategy?

Our goal is to frame cultivated and plant based meat as a promising solution to a tough problem. We've heard about global warming, most of us feel for animal cruelty and want to take care of our health. We hope to package cultivated and plant based meat as the solution to such a problem. We would like to cover areas such as Another interesting aspect is the food safety issue for cultivated meat. Given the sterile conditions, cultivated meat will have less

foodborne safety issues around it. The biggest issue will be how food workers handle cultivated meat at a more local level, but that would mean smaller and less impactful outbreaks of foodborne pathogens. With less outbreaks, there is a lowered likelihood of variants developing. Essentially, current animal agriculture will likely not see change within the next few years, but over time will need to lessen their Earthly toll to fit the growing demands of consumers. Consumers want more sustainable food and production, they want to understand more about their food and its origin. While cultivated meat puts a different spin on this, consumer demand for more local and more unprocessed food is still putting immense pressure on the food industry. Start-ups using bioreactors and cultivated agriculture are continually increasing and raising amazing capital for their campaigns. Animal agriculture should, hopefully, slow down a bit or allow for animals to be farmed in more sustainable and manageable practices rather than just for the cheapest expense and highest profit.

How is the importance and urgency communicated?

The importance and urgency is communicated through our “The Future” page which ties together the different aspects of alternative protein, specifically cultivated meat, that we talk about on the different pages of the website. This page emphasizes the necessity of a change in the way the world works and explains how the solution we are offering can be a step forward in the right direction. The “Factory Farming” page also heavily highlights the negative things that this industry brings to our society, so when the idea that it should be eliminated is introduced in the “The Future” page the audience is keen to accept this idea and understand why we are pushing for it.

How is the target audience engaged, educated, and how are their fears and concerns addressed

We polled 350+ college students prior to starting on the website on their thoughts about cultivated meat, plant-based meat and factory farming. It turns out that many of the students had a limited idea as to what cultivated meat and factory farming are. However, they had a good idea as to what plant-based meat was, which is why we focused more on cultivated meat and factory farming on the website. Also, we tailored our solution based on the issues that the students found most prominent. After discussing with a group 15 students in our dorm, we were told climate change and animal cruelty would be two important aspects to highlight in the website. We tested if this were true through the google form and it was overwhelmingly true. Using their concerns, we tried to start with a basic education and astounding statistics related to each topic to get them thinking about cultivated meat and factory farming specifically. Our target audience is students, and a lot of students are looking to make changed in the world, specifically in areas of climate change and animal cruelty.

Works Cited

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