

Cell-Based/Cultured Meat, Poultry and Seafood Makers Form Coalition to Educate and Advocate on Behalf of Their Burgeoning Industry

The Alliance for Meat, Poultry & Seafood Innovation is a coalition of food companies dedicated to producing meat, poultry and seafood directly from animal cells.

WASHINGTON, D.C. (Aug. 29, 2019) – Five cutting-edge food companies who are looking to bring cell-based/cultured meat, poultry and seafood to restaurants and retail shelves in the United States announced today they have formed the **Alliance for Meat, Poultry & Seafood Innovation (AMPS Innovation)**, a coalition focused on educating consumers and stakeholders about their new industry and advocating for a clear path to market for their products. Founding member companies include [BlueNalu](#) and [Finless Foods](#), makers of cell-based/cultured seafood; and [Fork & Goode](#) and [JUST](#), makers of cell-based/cultured meat and poultry; and [Memphis Meats](#), which is making cell-based/cultured meat, poultry and seafood.

Cell-based/cultured meat, poultry and seafood is real meat grown outside the animal, directly from animal cells. This means the companies are able to produce only the muscle, fat, skin and connective tissue that is typically eaten, without producing other parts of the animal that are not traditionally consumed. Cell-based/cultured meat is real meat, not a vegan/vegetarian meat alternative. Members of AMPS Innovation understand that cell-based/cultured meat, poultry and seafood is one solution that will help fulfill the increased demand for meat as the global population grows to 10 billion people by 2050. Member companies also expect their process to provide significant benefits for the environment, animal welfare and public health.

All five member companies, and other companies in this new and dynamic industry, are currently in the research and development phase but expect to make products available in the next several years, through appropriate regulatory pathways. In addition, the companies recognize that, as with all foods, consumers will want clear and transparent information about these products as they become available. AMPS Innovation aims to provide a central, unified resource for consumers, stakeholders and policymakers as their industry advances.

In a joint statement, Lou Cooperhouse, co-founder and CEO of BlueNalu; Michael Selden, co-founder and CEO of Finless Foods; Niya Gupta, co-founder and CEO of Fork and Goode; Josh Tetrick, co-founder and CEO of JUST; and Dr. Uma Valeti, co-founder and CEO of Memphis Meats, said:

“The Alliance for Meat, Poultry & Seafood Innovation was founded on a desire for members of our industry to come together and speak with a unified voice as we emerge as a viable, impactful partner in the overall food and agriculture sector.

Over the past few years, each member company has made significant strides in the development of our products, and we are excited at the prospect that they will soon be options in the everyday diets of individuals. We are committed to an open and science-based dialogue with all stakeholders, including industry partners, policymakers, advocates and consumers.

As we look ahead to the imminent challenges of feeding a growing population, AMPS Innovation is dedicated to working together, in partnership with the broader agricultural community, to advance solutions to address these needs.”

In the coming months, AMPS Innovation intends to engage policymakers and stakeholders to educate them on their products in addition to working with Congress, the U.S. Department of Agriculture and the Food and Drug Administration as they continue to build out a regulatory framework for meat, poultry and seafood that is grown directly from animal cells, rather than harvested from the animals themselves. AMPS Innovation aims to create an environment for the industry that will support continued innovation for years to come.

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About the Alliance for Meat, Poultry & Seafood Innovation

The Alliance for Meat, Poultry & Seafood Innovation is working to advance new methods of producing real, high-quality, safe meat, poultry and seafood products directly from cells, which, in partnership with the broader agricultural community, will help meet the demands of feeding a growing global population. AMPS Innovation advocates for our industry through sharing our collective expertise, providing insight into our innovation, and committing to safety and transparency with all stakeholders, including industry partners, policymakers, advocates and consumers. To learn more about the Alliance for Meat, Poultry & Seafood Innovation, visit www.ampsinnovation.org.

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