



# MEMORANDUM *of* UNDERSTANDING

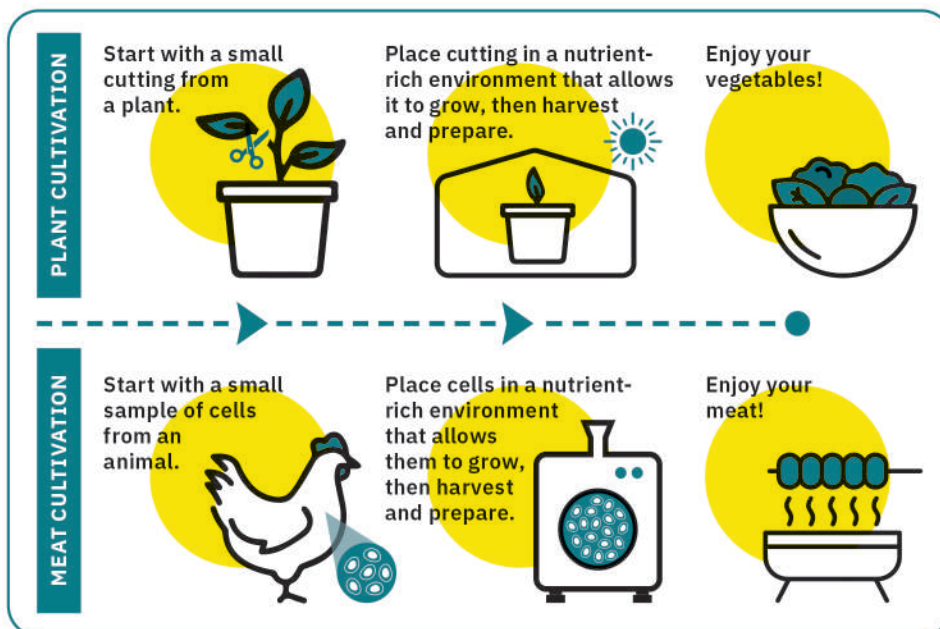
25 October 2022

*This Memorandum of Understanding (MOU) sets out the terms and understanding between all 36 stakeholder signatories listed below.*

## BACKGROUND

Cellular agriculture is a nascent but fast-growing sector, especially in Asia Pacific. To date, a wide variety of terms have been used to describe meat, seafood, milk, and other food products cultivated from animal cells, which increases the risk of consumer confusion, potentially hindering widespread adoption. This lack of standardised terminology also increases the risk of miscommunication between regulatory bodies and other vital stakeholders.

It is therefore important for regional stakeholders to have a foundational consensus on the use of neutral nomenclature for consumer awareness, education, and protection, and for stakeholders across the food industry to communicate with common terminology. This MOU, which was developed in collaboration with all signatories, represents our effort to align on clear, science-based messaging strategies, so that products cultivated from animal cells can reach their full potential to improve food security, mitigate environmental degradation, and alleviate global poverty.



## PURPOSE

This MOU aims to build public trust through industry transparency, clear and consistent nomenclature, and a shared understanding of storytelling narratives that consumer audiences find compelling (*see example on left*).

While understanding that more research is needed to assess how industry stakeholders' preferred nomenclature translates into various Asian languages, and that new language rules from national

regulators could impact future food labeling requirements, there is a growing consensus among this MOU's signatories that describing animal products as "cultivated" (e.g. "cultivated chicken," "cultivated pork fat," "cultivated seafood," "cultivated dairy") is most effective at fostering consistently positive responses from consumers. Importantly, it is also a scientifically accurate term that clearly distinguishes foods that are cultivated from animal cells from other existing products in the marketplace. For these reasons, **"cultivated" is our preferred descriptor in all English-language public communications and media reporting about food products grown directly from animal cells.**

## COORDINATION OF OPERATIONALISATION OF ACTIVITIES

In addition to the initial 36 signatories of this MOU, more companies, organisations, and other entities may be added to the MOU at a future date provided that they are approved by both the Good Food Institute APAC (GFI APAC) and APAC Society for Cellular Agriculture (APAC-SCA). All participating stakeholders will also be informed of any new signatories upon their approval.

## COMMUNICATION

For the purposes of facilitating cooperation, if there are changes in a company's structure or other updates that make revisions to this MOU necessary, stakeholders should contact the primary representatives from GFI APAC and APAC-SCA, as identified below:

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## DURATION

This at-will MOU was developed and facilitated by GFI APAC and APAC-SCA—in collaboration with all signatories—and announced publicly during the 2022 Singapore International Agri-Food Week. Nothing in this MOU is intended to create legally binding rights or obligations. Rather, its language is understood to be a preferred nomenclature recommendation on behalf of the stakeholders below. The cooperation under this MOU will commence on the date of signature and shall remain in effect unless modified or terminated by a two-thirds majority of the signatories.

*See following page for list of signatories.*

# SIGNATORIES



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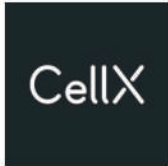
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**Mathieu Roger Van Giel**  
Founder

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A handwritten signature in black ink, appearing to read "Mathieu Roger Van Giel".

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