



PRECISION FERMENTATION:
A NEW ERA OF FOOD
TECHNOLOGY



Courtesy of Perfect Day

THE POWER AND POTENTIAL OF FOOD TECHNOLOGY



Courtesy of New Culture

Food production has made leaps for millenia, with new technology continuously driving methods forward.

At its core, precision fermentation represents progress in food production. As a new way of using established fermentation methods to create quality ingredients with high nutrition and functionality, while minimizing cost to the planet and animals, precision fermentation is the next leap.





Consumer appetite is growing for new ways of food production

According to a recent study by Hartman Research Group, **40% of US adults (over 90 million people) are immediately ready to try foods made with precision fermentation based ingredients** with minimal education efforts.¹ With 69% saying we need to find ways to meet our society's nutritional needs with fewer resources like energy, water, or carbon, their reasons are a clear response to the challenges of food production today: the primary drivers are around making healthier food choices; the ethics of food production today on climate and animals; and enjoying a food experience in taste and texture that feels like food made through conventional methods.

With a bit of education around the technology, interest in foods made using precision

fermentation is compelling. A 2022 survey of 5000 participants across five countries by precision fermentation cheesemaker Formo found an average of **over 70% claiming that they'd be definitely or probably likely to buy precision fermentation made dairy cheese.** The study found that even dairy enthusiasts are interested in the benefits of cheese made from precision fermentation. In fact, the strongest predictor of willingness to purchase animal-free dairy cheese was the current level of cheese consumption.²

While the adoption of a more sustainable lifestyle in food choices is on the rise, nearly 1 in 2 consumers struggle with trusting companies on their sustainability commitments.³ The PFA's formation is intended to help add clarity around standards and practices of members to help build trust around the sustainability and safety of foods made using precision fermentation.



Courtesy of The EVERY Co.



Evolving technology to build a better future.

Precision fermentation is a key example of leveraging science and new food production techniques for a positive outcome—to create nutritious and delicious foods in a much more sustainable way. With significantly less impact to the environment, climate, and animals, precision fermentation ushers in a new era of food production technology.

¹ The Hartman Group. "Fermenting the Future: The Growing Opportunity for Products Made with Precision Fermentation." Pg 10

² ZT, O. (2022) WE ASKED 5000 PEOPLE ABOUT CHEESE, Formo.bio. Available at: <https://formo.bio/5000-people-thinking-about-cheese>

³ Archer, T., Cromwell, E. and Fenech, C. (2022) Sustainability & Consumer Behaviour 2022, Deloitte United Kingdom. Available at: <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html>

