

May 12, 2024

BeneMeat is changing the pet food industry World's first publicly introduced pet food with cultivated meat

The world premiere of a model pet food containing cultivated meat took place last week at the Interzoo international trade fair in Nuremberg. Samples of the revolutionary product were presented by representatives of BeneMeat to potential business partners, manufacturers and the professional public. The interest of pet food manufacturers in cultivated meat and its use in production has been growing enormously since the registration of the technology by BeneMeat.



The BeneMeat team at the Interzoo international trade fair in Nuremberg, 2024

BeneMeat is the world's first registered producer of cultivated meat for pet food. Its production has been registered by the Central Institute for Supervising and Testing in Agriculture (CZ 802529-01), and the product has been listed in the European Feed Materials Register as 'cultivated cells of mammalian origin' (009569) (see Czech firm BeneMeat gets EU registration for lab-grown meat for pet food | Reuters). It has since expanded production to produce cultivated meat in sufficient volumes to produce the final product by the end of this year. At the same time, it continues to test and refine the cultivated meat and, together with future producers, to develop the final product.

Pet food market and changing trends

According to a report by Grand View Research, the global pet food market is projected to grow at a compound annual growth rate (CAGR) of 4.4% from 2024 to 2030, reaching a market size of USD 139.29 billion by 2030.



Cultivated meat product by BeneMeat

"There is a growing demand among dog and cat owners for personalized, premium, and natural pet foods that are in line with human nutrition trends. However, owners are increasingly concerned with the idea of feeding their pet animal protein so that another animal doesn't have to die because of it," explains Vendula Kučerová, Head of Sales and Marketing Strategy at BeneMeat, explaining the changes in consumer behavior.

For these reasons, pet food manufacturers are looking for and including alternative proteins in their products. In this respect, cultivated meat as a raw material for pet food is for

many the ideal solution for the future in terms of ethics, nutritional value, and a sustainable source of protein.

Cultivated meat

Cultivated meat, also known as cultured meat or cell-based meat, is real animal meat produced by directly growing animal cells in a controlled environment instead of raising and slaughtering animals. The process begins with a small sample of animal cells, which are nourished with essential nutrients and guided to form muscle, fat, and connective tissue, replicating natural biological growth. The result is meat that is biologically identical to conventional meat but can be produced more sustainably, with lower environmental impact and improved animal welfare. A term Cultivated meat refers to meat (including muscle cells, fat cells, connective tissue, blood, and other components) produced by cultivating animal cells, not by slaughtering a live animal. (Source: New Harvest – a research institute that aims to accelerate progress in cellular agriculture).

BeneMeat

BeneMeat is a biotech company, part of the BTL Group, focused on developing scalable and efficient cultivated meat production technology. Since 2020, the company has developed deep, end-to-end expertise across biology, chemistry, hardware, software, and commercial implementation of cultivated meat. With 100+ R&D experts, BeneMeat is building the complete technological ecosystem, from versatile cell line development to scalable, reliable, and cost-effective manufacturing solutions. The company is

prepared to support manufacturers through all the key challenges of bringing cultivated meat to market: technical, legal, regulatory, and commercial. BeneMeat is the first in the EU to be registered as a producer of cultivated meat for pet food (Autumn 2023), proving our regulatory leadership in this space. *“We are not just another company in cultivated meat, we are the technology partner shaping its future.”*

For more information, contact: **media@benemeat.com**

Attachments

- **LOGO BeneMeat (1).pdf**
  840.7 kB
- **About company (1).pdf**
  2.9 MB
- **A4 Cultivated Meat Flyer - ENG.pdf (1).pdf**
  2.0 MB
- **One-pager The Next Option for Pets, People, and the Planet (1).pdf**
  711.3 kB
- **One Pager Next option in protein (1).pdf**
  733.8 kB
- **one_pager_1_EN (1).pdf**
  897.1 kB
- **Roman Kriz CEO BeneMeat-. (1).jpg**
  9.2 MB
- **Roman Kriz CEO BeneMeat.JPG**
  7.5 MB
- **Roman Kriz CEO BeneMeat-.JPG**
  7.4 MB
- **The BeneMeat team at the Interzoo international trade fair in Nuremberg, 2024.jpg**
  2.2 MB



A cultivated meat product by BeneMeat.jpg
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