

## Crafted Meat: Die Welle rollt

Innovative Fleischbetriebe und Events in Europa und Amerika



7fUZhYX'A YUh '\Y]» h'XUg'6i W\j cb'<YbXf]\_<UUgY'/' ; YghU'hYb  
ni f'bYi Yb': 'Y]gW\i 'hi f''A ]h'ZFYi bX']WXYf'; YbY\ a ][ i b[ '\UVYb  
k ]f'Z0f'i bgYfY '@YgYf'Y]b][ Y'6Y]gd]Y'Y']bbcj Uh]j Yf': 'Y]gW\Yhf]YVY  
i bX'Y]bgW\À[ ][ Yf'J YfUbghU'hi b[ Yb'\YfUi g[ Y[ f]ZZYb.  
'@YbbUfh/' '6fcf']b'GhcW\_\c`a "'A Yhn[ YfY]'a ]h'; Ughfcbca ]Yž  
E i YfY]bghY][ YfžYfZ0`Yb']bX]j ]Xi Y`Y'?i bXYbk ØbgWYž  
cf[ Ub]g]YfYb'6]'Xi b[ gWUa dg'Z0f': 'Y]gW\ ni gW\ b]hhYž'UfVY]hYb'a ]h

Gd]hnYb\_ÖWYb`ni gUa a Yb"  
`@5bh]WU`A UW`Yf]U`7YVW]b]`]b`DUbnUbcž7\]Ubh]ž`b\UVYf.  
8Uf]c`7YVW]b]`"A Yhn[ YfY]`a ]h`Ub[ YgW`cggYbYa `FYghUi fUbhž  
VYfØ\`a h`ZØf`gY]b` BcgY!hc!HU]` A Yhn[ Yf!A YbØ`j ca `F]bX""8]Y  
GdYn]U`]hÅh`6]ghYVWU]:]cfYbh]bU `VY\_ca a h`bi fž`k Yf`UbXYfYž  
k Yb][ Yf`hYi fY`GhØW\_Y]j ca `H]Yf`\_Ui Zh"  
; YVfcYXYfg`XY`K c`Z]b`5a ghYfXUa "`K ]`X[ Ubgl7\UfW hYf]Y"  
GdYn]U`]g]Yfh`Ui Z( \$`GcfhYb`j cb`: `Y]gW!`i bX`K i fghk UfYb`Ui g  
; ÅbgYZY]gW"  
`H\Y`Fci [ \`?]hWYbž: ccX!<U`Yb`]b`5a ghYfXUa ž`A UfW g  
Dc`a Ub`i bX`æfX`5`h\i ]nYb""8]Y[ i hY`U`hY`FUi W`\_i W`ž`a cXYfb  
]bhYfdYh]Yfh"?i bXYb`\_ØbbYb`a ]hYf`YVYbž`k ]Y`XUg: `Y]gW  
`Ub[ gUa `]b`XYf`FUi W`\_Ua a Yf`fGa c\_YfŁ[ Y[ Ufh`k ]fX"  
`@Y`6ci fXcbbYWž`5j Ybi Y`J]W`cf`<i [ c`]b`DUf]g""M]Yg` A Uf]Y`@Y  
6ci fXcbbYW]gh: fUb\_fY]W`g?i `h!A Yhn[ Yf`9fZ]bXYf`XYg` HYffc]f!  
: `Y]gWYg `UbU`c[ `ni a `HYffc]f!K Y]b""8]Y`6Ug]g`XYf: `Y]gW`ei U`]hÅh  
g]Y\`hYf`]b`XYf`5i Zhi W`h`XYf`H]YfY""(\$`V]g`\*\$`HU[ Y  
HfcW\_YbfY]Zi b[ "  
` GhYU\_gWUZh `j cb`8]f\_`@ Xk ][ `]b`GWØW`hYfbž`<YggYb"  
: `Y]gWZUW[ YgW`ÅZh`a ]h`7Ufbch\Y\_ `f[ `ÀgYfbYf`FY]ZYfUi a `ZØf  
8fm`5[ YX`6YYZ`a ]h`YW`hYf`GU`nk UbXŁ`BYi Yg`JYfZU\`fYb.`5ei U  
5[ ]b[ `ž`X]Y`7i hg`fY]ZYb`]b`Y]bYa `i ZhX]W`h] YfgW`cggYbYb  
A ]bYfU`k UggYfVUX"  
`@UbXZY]gWYfY]`BYi a Y]Yf`]b`K U`Vi f[ ž`<YggYb"  
9[ Yb\`ÅbX][ Yg`GW`UW`hYbž`i ba ]hY`VUf`Ub`gW`Y»YbXY  
JYfUfVY]hi b[ ž`hfUX]h]cbY`Yg`<UbXk Yf\_ž`b]W`hg`k ]fX`k Y[ [ Yk cfZYbž  
FY[ ]cbU`gdYn]U`]hÅh`5\`Y`K i fgW`h "

A Ubi Y`U`FY\`b`i bX`>Øf[ `FYi hYfž` J ca `9]bZUWYb`XUg; i hY `]b  
6Yf`]b""@VYbga ]hY`[ YgW`ÅZhž`XUg`DfcXi \_hY`a ]h; YgW]W`hY  
j Yf\_Ui Zh""8Uni `nÅ\`Yb`\cWUfca Uh]gWYž`fY[ ]cbU`!hmd]gWY  
: `Y]gWgdYn]U`]hÅhYbž`XYfYb`Ei U`]hÅh`Xi fW`Xc\_i a Ybh]YfhY  
<Yf\_i bZhž: ØhYfi b[ `i bX`JYfUfVY]hi b[ `VYgh]a a h`k ]fX"  
`B`4gY`A Ugc`]b`DfU[ "`A Yhn[ YfY]`a ]h`\_Y]bYa `6]ghfcž: `Y]gW`XYf  
j ca `5i gghYfVYb`VYXfc\`hYb`F UggYb`fDfYgh]W!GW`k Y]bYŁž`HUhUfgž  
XYf`VYghY`6i f[ Yf`j cb`DfU[ "  
`C`ma`d]U`Dfcj ]g]cbg`G\cd`XYg`9i !Gdcfh`Yfg`9`]Ug`7U]fc`]b  
Dcfh`UbXž`CfY[ cb`fl`G5Ł`7\UfW hYf]Yž`k Y`W`Y`X]Y`K i fgh\_i `hi fYb

≠U`Ybgž: fUb\_fY]WgžGdUb]Ybg`]b`X]Y`I G5`Vf]b[ hž: c\_i g`Ui Z  
<UbXUfVY]hžbUhØf`]WXY`i bX`Ub[ Y`FY]Zi b[ "  
'GU`h`/`H]a Y`6i hWXYf`G\cd`j cb`6Yb`Fi b\_`Y`i bX`6fmUb`6i hYf  
]b`5i gh]bž`HYI Ug"; YdÒ\_Y`hY`fGU`hž[ YfY]ZhY`fH]a YŁ: `Y]gW!`i bX  
K i fghk UfYb"@Ub[ Zf]gh[ Y`J YfhfÀ[ Y`a ]h`6Ui Yfbž`X]Y`GdYn]U`fUggYb  
fB\_Ui g\]!F]bXYfž`FYX!K Uh`Y!GWk Y]bYŁ`a ÀghYb"  
'H\Y`A YUh`<cc\_ž`6fcc\_`mbž`B"M`j cb`6fYbh`MŁi b[ ž`6Yb`Hi f`Ym  
i bX`<Uffm`FcgYbV`i a ""B UWXVUfgWUZhga Ym[ YfY]ž`9ggYb`Ui Z`XYf  
@UXYbh\Y\_Yž`NYf`Y[ i b[ `XYf`H]YfY`j cf`XYb`5i [ Yb`XYf`?i bXYbž  
7c`X`7i hg`U`g`GUbXk ]WYgž`?i bXYb`k YfXYb`]a` HYUW]b[  
Fcca` ØVYf: `Y]gWni VYfY]hi b[ `i bhYff]W`hYh"  
'I bXYf[ fci bX` : ccX`7c`YW]j Y`]b`A UX]gcbž`K ]gWŁbg]b"  
K i fgh[ i Yf]`U` fGY`Za UXY`A Ym[ YfŁž`hfUX]h]cbY`Y`hc g\_Ub]gWY  
: YbWY`gU`Ua ]ž`GWk Y]bYZY]gW`j cb`U`hYb`F UggYb"

## J YfUbghU`hi b[ Yb

≈a`6i W`k ]fX`Y]b`Y]bn][ Yg`6Y]gd]Y`Ui g`2 ghYffY]W`Ub[ YZØ\fhž  
bÀa` ]W`X]Y`5fWY`8Y`K ]g\_Ybhu`Y`j cb`7`f]ghcd`i bX`gUVY`  
K ]YgbYfž`K ]gWUh\Už`B² ""Ni W`h] cb`A Ub[ U`]mU!K c`gWk Y]bYb  
]b`V]c`c[ ]gWYf

?fY]g`Ui Zk ]fhgWUZh""<c ZYgh`a ]h`GWk Y]bž`XUg`bUW` \Uk U]Ub]gWYf  
@ bUi` !5fh]a` 9fX`cW`[ Y[ Ufh`k ]fX"  
'GW`UW`hZYgh]b`XYb`A Uf\_hU`Yb`]b`6Yf`]b""8 Ug: `Y]gW`Zf]gW  
[ YgW`UW`hYhYf`H]YfY`k ]fX`ÒZZYbh]W`nYfhY]`hž`BcgY!hc!HU]  
ni VYfY]hYh`Vnk ""ni`K ØfghYb`j YfUfVY]hYhi bX`VY]`Y]bYa  
[ Ya`Y]bgUa`Yb: YghYggYb`j YfnY`fh"  
'<ccX`: ccX`]b`NØf]W""?fYUh] Yf`8]bbYfWi Vž`hŁi fh`Xi fW`Dcd!i d!  
FYghUi fUbhg"  
'K i fgh[ U`Yf]Y`j cb`DYhYf`≠\cj Yb`i bX`<YbXf]\_`<UUgY""K i fgh!  
9j Ybh`Ui Z`Hci fbYY`]b`6Yf`]bž`<Ua Vi f[ `gck ]Y`Ui ZGY[ Y`gW]ZZYb"  
8i fW`Y]bYb`K i fghj cf\Ub[ `VYhf]hh`XYf: Ugh`XUg`@c\_U"  
6fØ\k i fghYfnYi [ i b[ `j cf`XYb`5i [ Yb`XYf: ÀghYžH]gWfYXY`ni f  
K i fgh\_i`hi f""5i gghY`i b[ gghØW\_Y`k YfXYb`\_cbgi a ]Yfh"  
'C ZZU`K cbXYfZi`ž`8]bbYfWi V`]b`C U`UbXž`?U`]Zcfb]Yb""≠]h]Uh]j Y  
ni f: ØfXYfi b[ `XYg`J YfnY`fg`j cb`≠bYfY]Yb`i bX`j Yfa`Y]bh]W`Yb  
5VZU`dFcXi`\_hYb`j cb`H]YfYb"

5XUa 8UbZcfh\ "K UbXYfbXYf'A YhnYf]b'XYb'I G5"DfcdU[ ]Yfh  
X]Y'FYhhi b[ 'XYf'?i bgh'XYg'UW\hgUa Yb'GW\`UW\hYbg" 'Hf]hh'ZØf  
fYXi n]YfhYbž'UVYf'VYk i gghYb': `Y]gW\`cbgi a `Y]b"  
; ff`g'A YUh'7Ua d`]b'XYb'I G5'i bX': fUb\_fY]W\ "'GY]h'&\$%&'[ Y\h  
X]Y'GW\k YghYfbgW\UZhž'VYghY\YbX'Ui g'6Ài Yf]bbYbž? ÒW\]bbYb  
i bX'A Yhn[ Yf]bbYbž'Ui ZK UbXYfgW\UZh'i bX'j YfUbghU`hYh' !'V]g  
(!hÀ[ ]YGW\i `i b[ Yb']a `A Yhn[ Yf\UbXk Yf\_"`9fZU\fi b[ gUi ghUi gW\  
ØVYf': UW\Vcc\_"

6Ygi W\Yb'G]Y'i bg'Ui Z.'Z'Y]gW\i bXWŁ"Uh