

SA food tech startup Mogale Meat debuts cultivated chicken breast

Mogale Meat, a South-African cellular food-tech company, has debuted Africa's first cultivated chicken. According to the company, the launch signals the birth of a major new technological drive to produce more essential animal protein for people, and the startup states that cultivated meat is a "potential game-changer" for the planet, and more specifically for Africa's biodiversity and wildlife conservation.



Source: Supplied

Mogale Meat's cultivated chicken breast, composed of real chicken muscle and fat cells blended with a mushroom matrix, is the first prototype the startup is showcasing. A signature wildlife meat product will be revealed later this year.

"With the expanding population in Africa, which is expected to double in the next 30 years, we are rapidly outstripping our ability to supply affordable and nutritious food. Cultivated meat has the promise to address food security and add nutritional value without further high-impact agricultural practices that are having devastating effects on Africa's biodiversity and wildlife," says Mogale Meat.

It adds, "In recent years we have seen the food industry pivot towards alternative meat and sustainable sources of protein, with plant-based meat-like products, and now cultivated meat coming onto the scene. Globally there are already over 100 startup companies working in the cultivated meat space with billions of dollars being invested. It is thrilling that South Africa is among those 100 companies and has achieved such a significant milestone of showcasing Africa's first cultivated chicken."

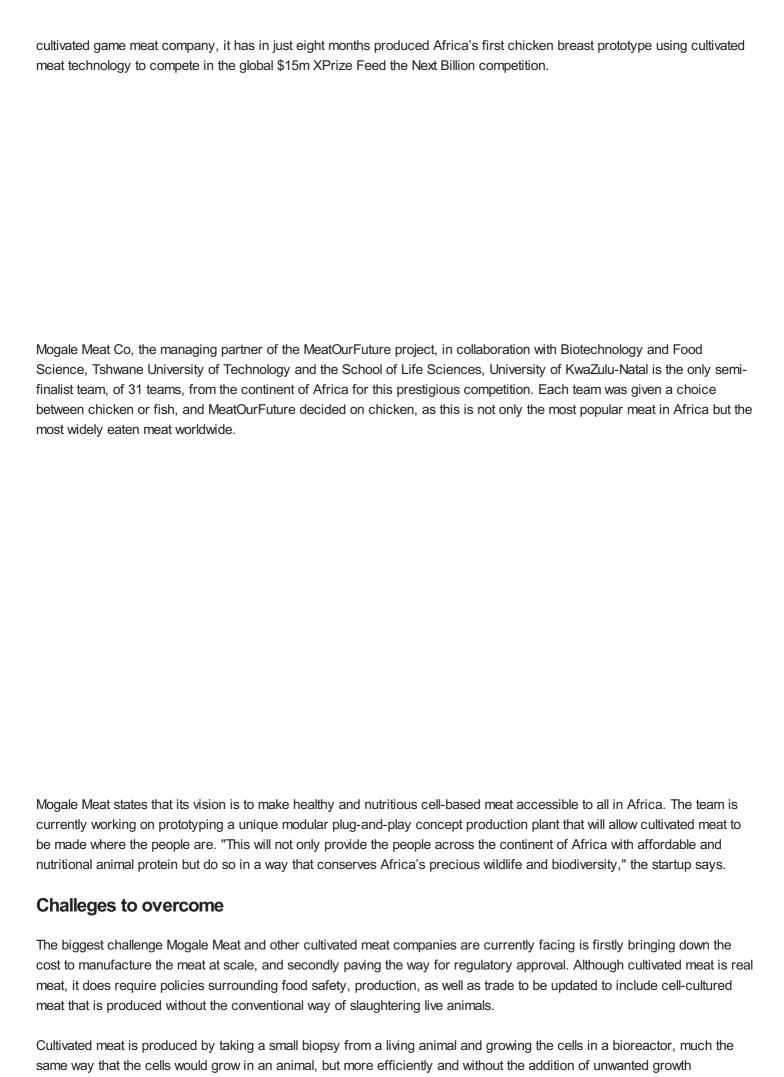


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MeatOurFuture

Over the past 18 months, the startup has been using cutting-edge scientific research and innovation to produce cultivated meat from free-roaming livestock and wildlife such as cattle and antelope. Although Mogale Meat's focus is on being a



hormones, antibiotics, and other chemical compounds.

"Producing meat through cell technology also means reducing the environmental impact of raising more livestock to keep up with human consumption demands. Less land has to be ploughed to feed animals in feedlots, less water is required and most importantly wildlife and the incredible biodiversity we have in Africa can be conserved by transitioning to cultured meat production," Mogale Meat says.



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Conserving Africa's wildlife heritage

Dr Paul Bartels a wildlife veterinarian, and the founder and CEO of Mogale Meat says, "Mogale Meat Co is raising the bar by developing BestByNature food technology that will not only impact the way people view and eat healthy game meat, but also do so by supporting the economic and social well-being of the wildlife industry, national parks and the communities living with wildlife."

Mogale Meat aims to conserve Africa's wildlife heritage through the provision of sustainable animal protein for the people of Africa and the world through cultivated game meat created from the cells of free-roaming antelope and cattle.

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