

Consumer Acceptance of Cultivated Meat and Seafood Among GENZs in Nigeria

Authors : James Elekwachi

Abstract : There is growing evidence that the current meat production system is not sustainable, given that it may be resource-intensive and harmful to the environment. It also leads to animal cruelty and possible health issues for potential consumers. Reducing the environmental and public health risks associated with it without having to reduce consumption will require an alternative meat production system. Cultivated meat grown from animal cells in a laboratory condition is one proposed way to address these issues. This study is an empirical assessment of Nigeria's GEN Z acceptance of cultivated meat and seafood by administering an online survey to 1162 Nigerian college students. Our findings indicate that Nigeria GENZs are willing to try cultivated meat and seafood but will wait for others to try them over time before accepting it. They also expressed concerns about food safety, nutrition and food quality as factors that will influence their willingness to accept. Other factors like cost, environmental impact, and animal welfare are also important part of their considerations

Keywords : cultivated meat, cultivated seafood, consumer acceptance, cultured meat, food sustainability, Nigeria GENZs

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