

Singapore's SMU researchers embarks into multinational study on consumer acceptance of lab-brewed eggs

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Formo, Europe's leading precision-fermentation company, has partnered with the Singapore Management University (SMU) to examine consumer demand for a new class of products - precision-fermentation egg consumers products.

The study '*Not getting laid: consumer acceptance of precision fermentation made egg*' published in *Frontiers*, a peer-reviewed journal and open science platform, was conducted by Formo Bio GmbH researcher Oscar Zollman Thomas, and SMU's Professor of Communication Management Mark Chong, Professor of Psychology Angela Leung, research fellow Tricia Marjorie Fernandez and Psychology PhD student Shu Tian Ng.

They surveyed 3,006 from across three continents in Germany, USA and Singapore to assess consumer demand, demographic predictors and motivating factors behind the embrace of an egg product made without chickens, instead using proteins produced by bio-designed microbes.

The debut of a precision-fermentation egg product marks a widened application of the company's protein production platform, demonstrating the company's ambition, and abilities to tackle ethical bottlenecks beyond dairy. An estimated 60% of the world's chickens reside in factory farms, thus the impetus *Europe & Singapore, 19 September 2023 (Tuesday)* created acceptable replacements is critical, with demand growing from both consumers and industrial food manufacturers for ethical, functional alternatives.

The findings of Formo's research suggest that lab-brewed egg products are likely to find an enthusiastic market, with a substantial percentage (51% to 61%) of participants expressing a willingness to try the products. Interestingly, those consuming organic eggs and plant-based eggs displayed the highest willingness to embrace this new class of products.