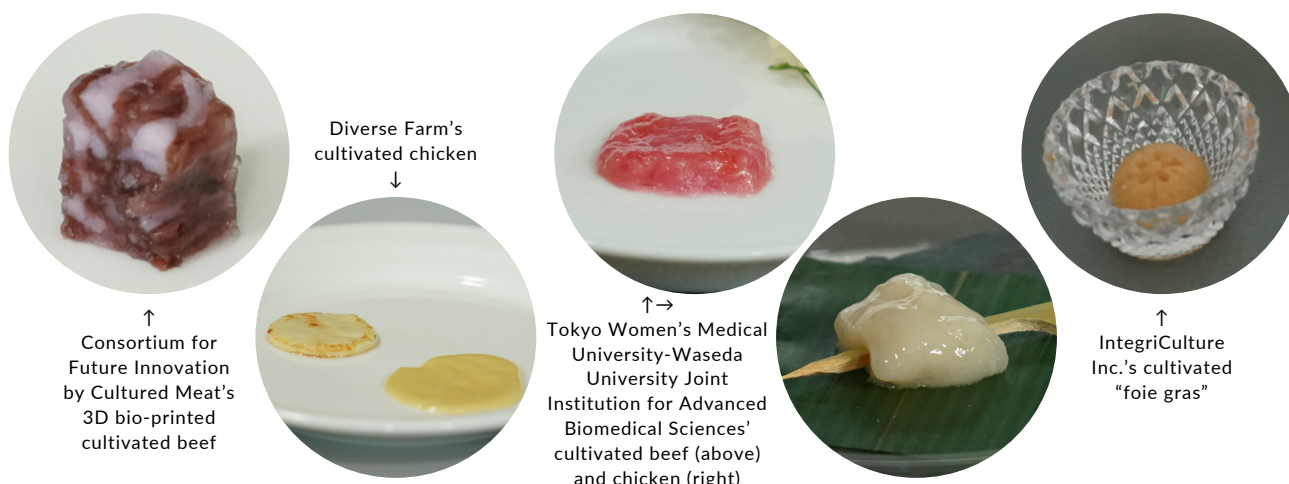


AROUND 150 JAPAN-BASED STAKEHOLDERS AND FIVE TYPES OF CULTIVATED MEAT GATHERED ALL TOGETHER TO SHOW THE MOTIVATION TOWARD CELLULAR AGRICULTURE

SUMMARY

Tokyo, Japan - May 22, 2023 - Japan Association for Cellular Agriculture ("**JACA**"), a Japan-based research group dedicated to cellular agriculture and cultivated food, with over 50 member companies and academia, hosted the first-ever official event for the industry. As one of the world's largest leading global industry associations funded by corporate membership(1), JACA brought together key members of the ruling party in Japan and government officials from Japan and abroad, industry associations, JACA member companies, academia, and media representatives, to foster a better relationship between the related industries, consumers, and stakeholders through transparent communication and policy recommendations.



STAKEHOLDERS GATHERED AT THE EVENT

The event featured an introduction of JACA, congratulatory speeches from members of the Japanese parliament and relevant government agencies, and greetings from participating companies. A panel discussion on “The Potential of Cellular Agriculture and Its Significance in Addressing the Global Food Challenges by 2050” was also conducted. The following key persons gave either congratulatory speeches at the event or joined the talk session.

- Norihiro Nakayama, The Executive Director of Japan’s Parliamentary Group for Cellular Agriculture, former Senior Vice-Minister of the Ministry of Land, Infrastructure, Transport and Tourism
- Ministry of Economy, Trade and Industry
- Ministry of Agriculture, Forestry and Fisheries
- Masaki Kashihara, Executive Officer, Business Model Transformation, General Manager, Green Business Development, Corporate Division, Ajinomoto Co., Inc.
- Kiyoshi Iwama, General Manager, R&D Center, NH Foods Ltd.
- Masaharu Shimamura, Chief Food Tech Officer, Diverse Farm
- Yuki Hanyu, CEO of IntegriCulture Inc.
- Makoto Mitarai, Manager, Maruha Nichiro Corporation
- Megumi Avigail Yoshitomi, Representative Director of JACA



Congratulatory speech from Norihiro Nakayama, The Executive Director of Japan’s Parliamentary Group for Cellular Agriculture, former Senior Vice-Minister of the Ministry of Land, Infrastructure, Transport and Tourism



Congratulatory speech from the Ministry of Economy, Trade and Industry



Congratulatory speech from the Ministry of Agriculture, Forestry and Fisheries
speech from the Ministry of Economy, Trade and Industry



Explanation of the overview of JACA by Megumi Avigail Yoshitomi, Representative Director of JACA



Congratulatory speech from Masaki Kashihara, Executive Officer, Business Model Transformation, General Manager, Green Business Development, Corporate Division, Ajinomoto Co., Inc.



Congratulatory speech from Kiyoshi Iwama, General Manager, R&D Center, NH Foods Ltd.



Congratulatory speech from Masaharu Shimamura, Chief Food Tech Officer, Diverse Farm



Talk session by Norihiro Nakayama, Yuki Hanyu (CEO of IntegriCulture), Makoto Mitarai (Maruha Nichiro Corporation), Megumi Avigail Yoshitomi (JACA) (right to left)

The event demonstrated the high level of interest in the area of cellular agriculture in government, politicians, and domestic companies, and discussed the need to further accelerate the collection of information and the compilation of issues for domestic policy recommendations.

Cultivated Food "COOKING" scene

In addition to the agenda above, JACA provided a demonstration of “cooking” (without tastings) of cultivated meat, where attendees experienced the aroma of grilled cultivated meat from various companies, including 3D bio-printed cultivated beef (marbled fat) from Consortium for Future Innovation by Cultured Meat, cultivated chicken from Diverse Farm, cultivated beef from Tokyo Women’s Medical University-Waseda University Joint Institution for Advanced Biomedical Sciences. Cultivated chicken from Tokyo Women’s Medical University-Waseda University Joint Institution for Advanced Biomedical Sciences, and cultivated “foie gras” from IntegriCulture Inc. were also displayed.



Representatives from Consortium for Future Innovation by Cultured Meat, Diverse Farm, Tokyo Women’s Medical University-Waseda University Joint Institution for Advanced Biomedical Sciences, and IntegriCulture Inc. (left to right)



The “cooking” scene got tremendous attention from the attendees



←**3D bio-printed cultivated beef**
(with marbled fat, before and after the "cooking")
by
Consortium for Future Innovation by Cultured Meat

Cultivated chicken→
(before and after the "cooking")
by
Diverse Farm



←**Cultivated beef**
by
Tokyo Women's Medical University-Waseda University Joint Institution for Advanced Biomedical Sciences

Cultivated "foie gras"→
by
IntegriCulture Inc.



Why we cannot hold "Tasting event" in Japan

Even though there aren't any specific rules for the sale or tasting of cultivated food in Japan, JACA avoided providing tasting opportunities during the event for three reasons.

First, if the Ministry of Health, Labour and Welfare ("**MHLW**") expresses doubts about the safety of food, which was provided for the tasting, after the event, it would damage the reputation of the industry as a whole. Second, the only two examples of domestic tastings have so far been carried out as part of "sensory evaluation" by people directly involved in the development, rather than "tasting", i.e. to provide the food to "anonymous" people. The "sensory evaluation" was hosted either by Integriculture after careful pre-discussions with MHLW (recommended approach by JACA based on consumer acceptance) or by the University of Tokyo under certain internal rules applied to human-related experiments. As the third background, most recently, there has been a flurry of criticism in the entomophagy area, based on certain insufficient communications and misunderstandings between the industry and consumers. In response to this, JACA reiterated during the event that the consideration of safety requirements is the top priority so that consumers do not see safety as being disregarded by the industry because of the desire to create a tasting track record.

About Japan Association for Cellular Agriculture (JACA)

JACA aims to contribute to key issues in Japan, such as food security and sustainability, by collecting information, as well as establishing and executing strategies and measures on how Japan should face the growing cellular agriculture industry. JACA is not only active domestically but also aims to contribute to the international discussion by sharing globally its progress in the policy recommendations. For more information, please visit <https://www.jaca.jp>



(1) The leading global industry associations are AMPS Innovation ("Association For Meat, Poultry And Seafood Innovation," founded by a group of U.S. companies, incorporated in 2022, with nine member organizations), CAE ("Cellular Agriculture Europe," founded in 2021, with 14 member companies, mainly European), APAC-SCA ("APAC Society for Cellular Agriculture," with 12 member companies). Source: Megumi Avigail Yoshitomi, Akira Igata, and Takeo Suzuki, "Future Prospects of Cultivated Food: Technical and Social Approaches to Issues and Implementation in the Popularization of Cultivated Meat," AndTech (to be published in 2023).

