

CAS



Programming Outlook

C-CUBED

Divisions

Social Science

Design

Legal

Media

Research

Chapter



DIVISIONS

Social Science Division



Social Science

Terminology Study

To date, cellular agriculture terminology studies have seemed to exclusively focus on a general product name. While companies, of course, were coming up with their own "iPhone", work was needed for what the general term, "smartphone" would be that the industry could coalesce around. And so, regarding the general name for cell-cultured meat, collective actions of leading NGOs, cellular agriculture companies, and individual stakeholders have led to the generally accepted term, "clean meat".

We believe however, that the terminology conversation ought to evolve including nomenclature that will have utility in coming years. This study will focus on such matter.

Topics to be explored

Facility term

Traditional meat is to clean meat, as Slaughterhouse is to ?

General product term

Traditional meat is to clean meat, as traditional eggs are to ?

Traditional meat is to clean meat, as traditional dairy is to ?

Dietary term

Traditional meat is to clean meat, as Vegan is to ?

***Due to CAS Partner concerns, we are unlikely to publicize this result*



DIVISIONS

Research Division



Research

The Prospects

Research on cellular agriculture is currently decentralized ranging from general arguments against animal agriculture found on animal rights' organizations' websites to scattered literature found among CAS, GFI, NH, etc. The prospects pages aim to create a central database that will answer the question, "What are the prospects of cellular agriculture?"

It will contain 25+ unique webpages that contain updated research/sources on empirical claims which will need to be updated frequently for validity.

Example prospect pages

-Overfishing

-Antibiotics

-Animal Killing

-Workers' Rights

-Shelf Life

-Human Rights

-Air Quality

-Water Use

-Pesticide Use

-Land Use

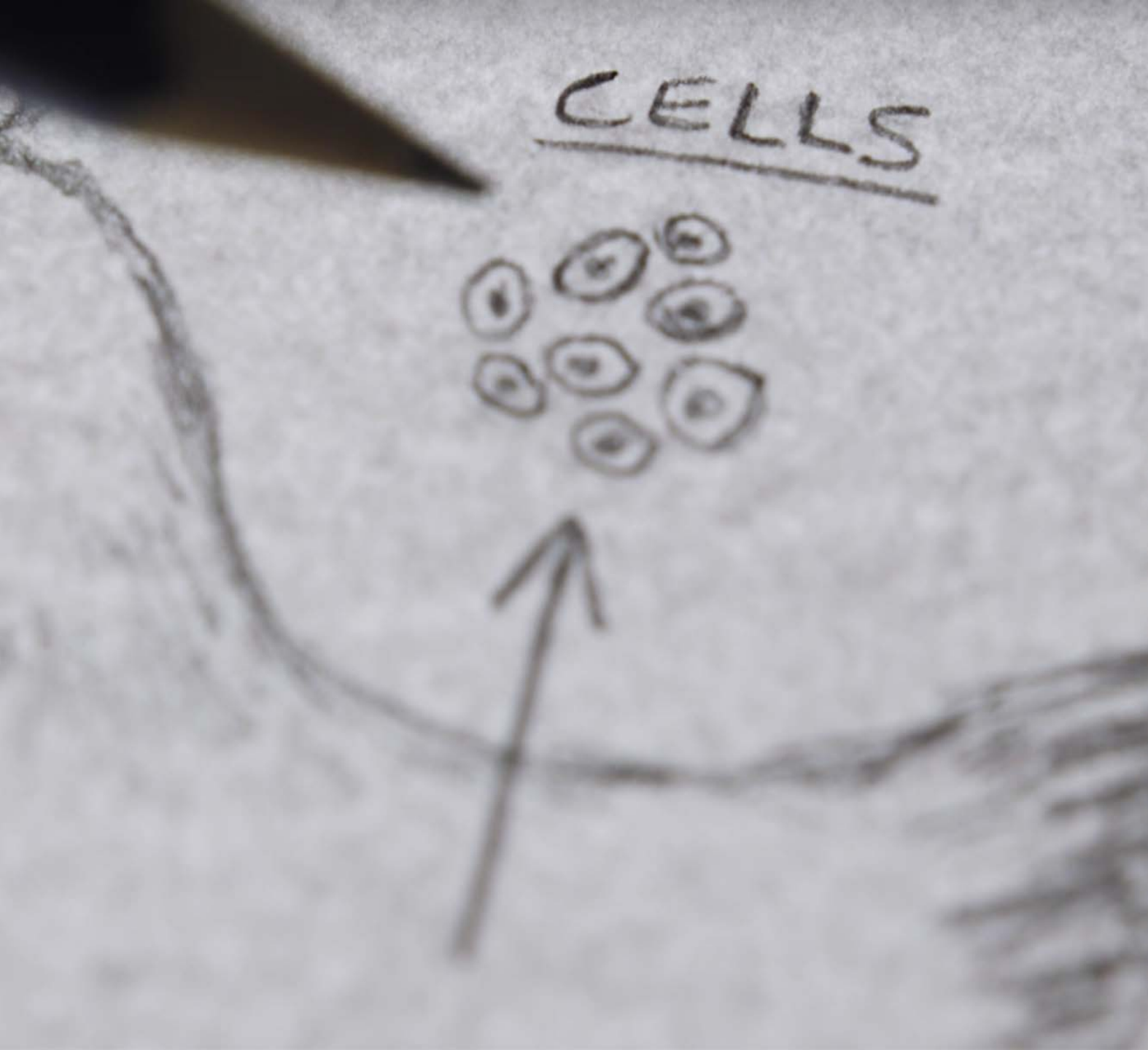
**All will contain precise figures categorically and compare cellular agriculture's relatedness to that of animal agriculture

DIVISIONS

Design Division

CELLS



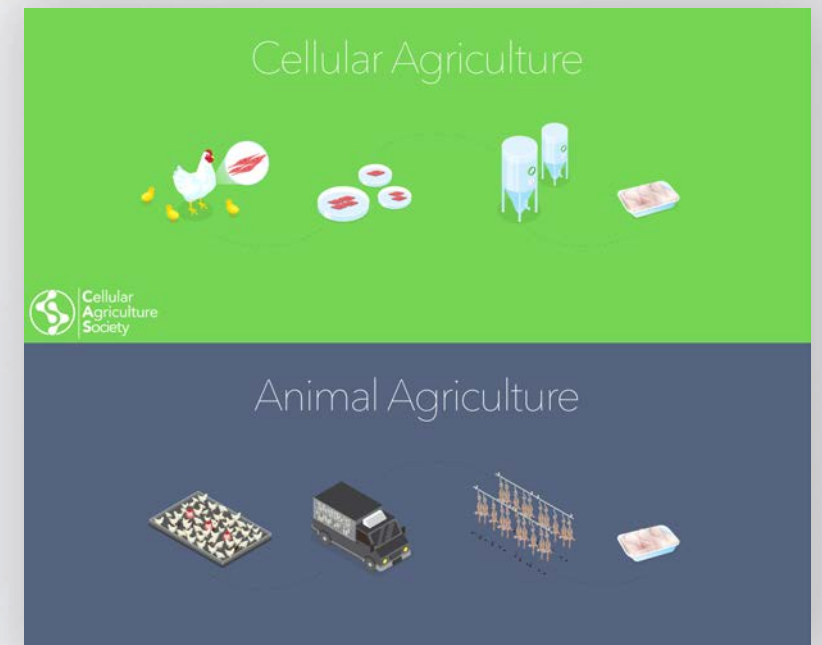


Design

Custom Illustrations

Custom illustrations to be used by CAS Partners, internally, and available for anyone presenting on cellular agriculture.

This design suite will include all cellular agriculture products contrasting animal agriculture methods vs. cellular agriculture. The following is an initial proof:

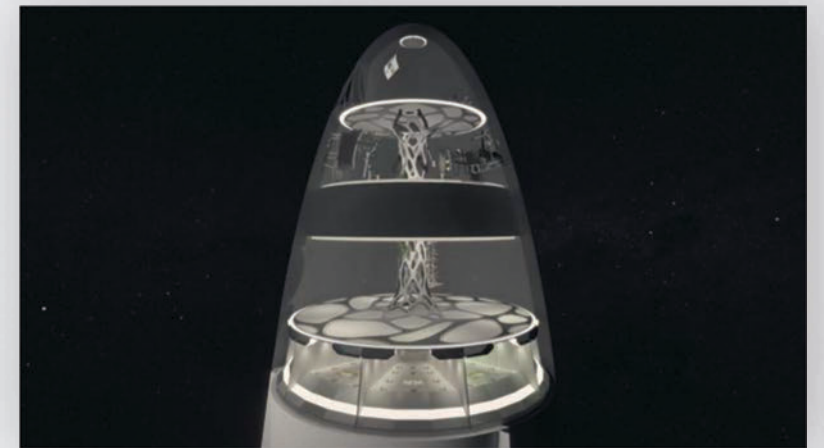




Design

Custom Photorealistic Designs of Cellular Agriculture Facilities

While some companies have developed sketches of what the future clean meat/cellular agriculture facility will look like, a concerted effort to create inspiring designs has yet to be explored. These designs will be explored in the long-term, but we will likely start with one of a clean meat facility. These designs will be mimicked artistically over this example of a "proposed" spaceship which would transport humans to Mars:



**Please note the artistic style and insightful, well-researched architectural design.

DIVISIONS

Media Division



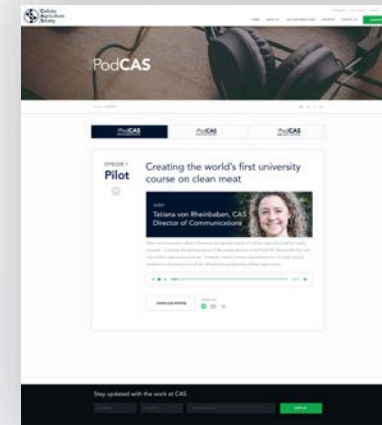


Media

The PodCAS

Development of the PodCAS with at least 6 episodes by Q4 2018. Coordinating with media channels to have it available on YouTube, SoundCloud, Spotify, etc.

Also necessary will be the web development of the PodCAS page where listeners will be able to download accordingly from our (site mockups below):



C³ Informational Video

An informational video will be necessary to familiarize people with our volunteering, C³, which stands for the CAS Collaborative Center.

DIVISIONS

Legal Division



Legal

CITES Regulation

We aim to represent cellular agriculture at CITES, the international regulatory committee which oversees wildlife & associated products. Breakdown of the sociopolitical dynamic currently playing out found below:

The Convention on International Trade in Endangered Species (CITES) is an international multilateral treaty to protect endangered species, covering almost every country in the world. Decisions made by CITES are passed into national law of signatory countries, meaning that CITES effectively makes the relevant laws on matters relating to endangered species in every country on Earth. Currently, the wording of CITES is ambiguous with regards to cellular agriculture: CITES prohibits trade in product 'derived' from endangered species, but it is unclear whether cultured rhino horn would be considered to be 'derived' from rhinos in this context. This may depend on the production method (i.e. whether cultured rhino horn is produced from cells taken from rhinos, or by other means).

Our current engagement will mainly be on behalf of cellular agriculture rhino horn, though with current cellular agriculture/clean meat companies mentioned in recent CITES reports, our representation may ultimately include clean seafood as well.

Cellular Agriculture Society

For the people

For the animals

For the world