

Dear Honourable Members,

My name is Paul Bevan and I am the CEO of Magic Valley - a pioneering Victorian company in the cultivated meat industry. With a deep commitment to animal welfare and sustainable food production, I am submitting this document to provide insight and recommendations on farmed pig welfare in Victoria. Our work directly aligns with the inquiry's objectives, particularly concerning the advancement of humane and sustainable agricultural practices. I propose that embracing cultivated meat technology, especially pork, presents a transformative solution to the ethical, environmental, and health challenges associated with traditional pig farming.

Current State of Pig Welfare:

The traditional pig farming industry faces significant welfare concerns, including but not limited to, restrictive housing conditions, inhumane treatment, and the psychological stress experienced by animals. These practices not only harm pigs but also raise serious ethical and public health issues.

Development of the Cultivated Meat Industry:

Magic Valley is at the forefront of cultivated meat technology, offering a viable and ethical alternative to traditional pork products. Our process involves taking a small biopsy from a living pig, which continues to live a natural, healthy life thereafter. This biopsy is used to cultivate real pork meat in a controlled environment, replicating the taste and texture of conventional pork without the need for slaughter.

Benefits to Animal Welfare and the Environment:

Cultivated meat significantly reduces the need for large-scale animal farming, thereby enhancing animal welfare and slashing the environmental footprint associated with traditional meat production. It offers a future where pork consumption is disentangled from animal cruelty and environmental degradation.

Conclusion:

In conclusion, the cultivation of pork products presents a ground-breaking opportunity to address the ethical, environmental, and health issues currently plaguing the pig farming industry. Magic Valley has demonstrated that cultivated pork is not only feasible but also offers taste parity with traditional methods. We strongly recommend that the Victorian government consider supporting the cultivated meat industry as a strategic and humane alternative to conventional pig farming. By doing so, Victoria can lead a global shift towards more compassionate and sustainable food production.

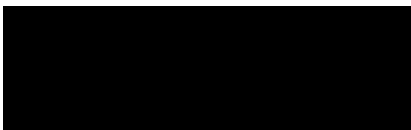
For further evidence and details on the cultivated meat process and its benefits, please refer to the following sources:

<https://magicvalley.com.au/>

<https://gfi.org/cultivated/>

We trust that this submission will contribute positively to the committee's considerations and look forward to the possibility of a more ethical and sustainable future for food production in Victoria.

Sincerely,



Paul Bevan
CEO, Magic Valley

