



The Department of Nutritional Sciences Fall 2020 Seminar Series

“What should We Call Seafood Made from the Cells of Fish?”

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Food scientists have developed new ways of producing just the parts of fish and other seafood products that people like to eat, without the necessity of catching or raising them whole. These seafood products made directly from fish cells are expected to reach American consumers by the end of 2022. The products are expected to offer a healthy, sustainable alternative that will look, cook, and have the same taste and texture as conventional seafood. They will also have the same nutritional qualities and health benefits as farmed and wild caught seafood, but will be free of mercury, microplastics and other environmental contaminants. However, what to call these products has been the subject of considerable debate. Both the FDA and the USDA require that products be labeled with a “common or usual name” that serves as *statement of identity*, so that consumers can make informed choices about the products they buy. In this seminar, we will discuss an empirical assessment of seven potential names for these products that meet both regulatory and consumer acceptance criteria. The study, which appears in the *Journal of Food Science*, involved more than 3,100 participants who looked at images of realistic packages of seafood. One name appears to outperform the rest. Please register for the seminar to find out which one, and why.



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