

## Treatments

### 1. Priming treatment

Half the subjects were randomly selected to be presented with the following comments and asked to answer a question about them.

Here is a selection of comments that other MTurk workers have made about clean meat:

"Artificial meat sounds disgusting."

"This seems very unnatural. I don't feel comfortable about this."

"No one will like clean meat."

"Clean meat isn't real meat."

"Our guts are not meant to digest unnatural things."

To what extent do you agree with these comments?

### 2. Treatments to help overcome the naturalistic heuristic

The articles that subjects were shown in each treatment arm are provided in the next pages, with the treatment arms corresponding to the article titles as follows:

Direct debunking: "Natural" doesn't mean "good"

Embrace unnatural: There's no such thing as a "natural" food

Descriptive norms: Consumers demand clean meat

Placebo: The simple yet potent exercise that benefits everyone

Each article was constructed to contain about 150-200 words and 3 images, written in the style of a typical news article. To increase the attention paid to each article, the articles were broken down to each span 3 pages, and on each page the subject must click on a button to advance to the next page. The subjects are informed before reading the article that they will later be asked questions on what they read, so as to encourage them to pay attention.

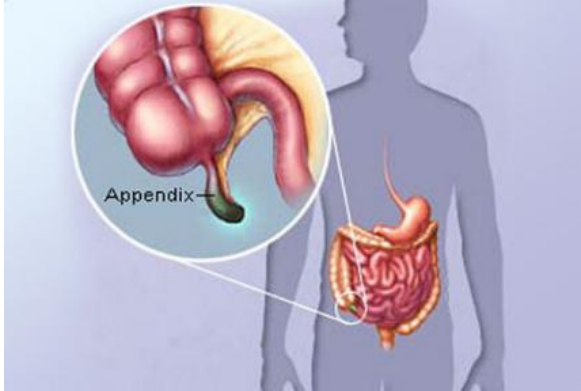
## "Natural" doesn't mean "good"

Sometimes we hear that a new product that has been developed is "unnatural".

However, just being "natural" doesn't mean a product is good. Arsenic occurs naturally and can contaminate local water sources, but we probably wouldn't think arsenic is good! Appendicitis and health conditions like heart disease might have natural causes, but we still strive to avoid them.



Arsenic naturally contaminates many water sources.



Appendicitis has natural causes.



Antibiotics are grown in a lab.

While not all "natural" products are good for us, many "unnatural" products are actually beneficial. Most antibiotics were developed in a lab. Most of us also appreciate the benefits of electricity or fermented foods.

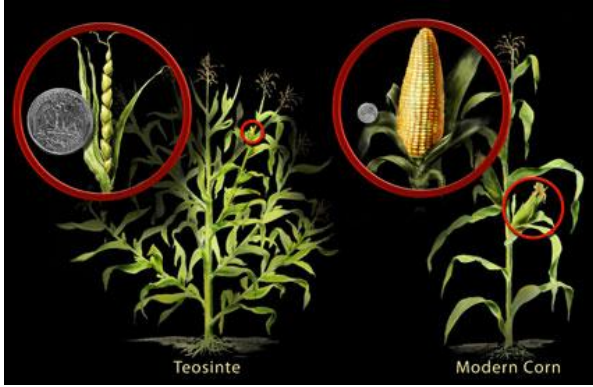
At the end of the day, whether or not a product is natural does not determine whether it is good for us.

## There's no such thing as a "natural" food

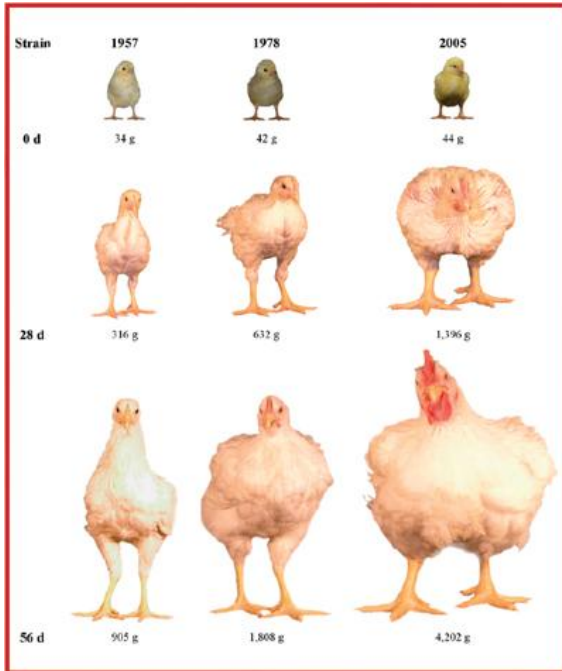
Unless you're living exclusively on foraged berries and wild-caught fish, you're eating food that's the result of thousands – or even tens of thousands – of years of purposeful human intervention. Why is the banana such a perfect food? Because we bred it to be that way. Why is corn so big and sweet? Because that's how we like it. From cows that produce gallons of milk a day to chickens that reach maturity by four weeks, our food is as much a cultural artifact as it is a natural one.



Natural vs. modern banana.



Natural vs. modern corn.



Natural vs. modern chickens.

Cultured cells and microbes are also used in some of the oldest foods on the planet. If you wanted to cut food produced with the help of microbes out of your life, you'd have to stop consuming bread, beer, wine, yoghurt, vinegar, sour cream, sauerkraut, soy sauce, kombucha, and kimchi. Not to mention that fact that, if you look at them under a microscope, lab-grown muscle tissue and animal-grown muscle tissue are identical.

## Consumers demand clean meat

Demand for "clean" meat products keeps growing, despite higher price points compared with conventional meat, according to data from Nielsen Perishables Group.

The call for food transparency continues to build, and with it, the use of terms like "natural," "hyper-local" and "antibiotic-free" in conversations around our food. When it comes to meat, discussions include the added dimensions of livestock care and processing, complicating the labeling of meat products well beyond what's needed for an organic banana or a package of fiber cereal. So what exactly do these meat labels mean, and what are the nuances? But perhaps more importantly, do consumers really want "cleaner" meat?



Consumer demand for clean meat has been increasing over time.





Consumers now care about clean meat.



72% of people say they would be interested in eating clean meat.

A recent survey, published this month in PLOS One, investigated the views of people in the United States, a country with one of the largest appetites for meat and an equally large appetite for adopting new technologies.

72 percent of people who normally eat beef and pig products said they would still do so if they were produced as cultured meat. The perceived advantages of clean meat were that it was environmentally and animal-welfare friendly, ethical, and less likely to carry diseases.

## **The simple yet potent exercise that benefits everyone**

Walking. We all know it's good for us. But why?

Regular physical activity is essential for good health. It reduces the risk of chronic diseases (like heart disease, stroke, certain cancers and type 2 diabetes), promotes healthy weight, reduces the risk for depression, lowers blood pressure, and decreases stress.

All it takes is 30 minutes a day. Moderate walking is a terrific form of exercise, as it doesn't over-stress the body like some more intense activities can. Walking is good for your body, plain and simple.



Walking can decrease stress.



Walking can be done anywhere.



Walking can improve your health.

What you may not have considered is the effect communities might have on walking. Walkable communities are associated with healthy citizens. If kids are able to walk or bike to school safely, they are already accomplishing most of their required minimum physical activity by simply getting to and from school. There are benefits to adults as well.

With more and more Americans starting to get moving and walking each year, it's important for our communities to keep up.