

Singapore Vegans & Vegetarians: Early Adaptors or Forever Resisters – george.jacobs@gmail.com. Kampung Senang Charity & Education Foundation

- Singapore has long had veg versions of ba kut teh, chicken rice, char siu, etc. – why pay more for slightly better versions? What’s all the fuss?
- Spiritual outlook – like releasing birds to earn merit (even though the birds were captured so that I could release them) – “why do I want to pretend to eat animals”; animal cells in cultivated meat means I’d be eating animals = not pure
- EV analogy – I don’t drive petrol-fueled cars; just because EVs are supposed to be greener, why should I start driving now
- Not an activist orientation – not my job to increase demand so that products can scale, thereby reducing price
- Good transition food for meat eaters
- A vegan MD: don’t know health impact of processed food; GRAS not good enough
- Occasionally eats Future Foods; no differentiation among processed foods
- Many internet owners turned into ogres; likely to also happen w/ future foods owners