# BlueNalu and Nomad Foods accelerate UK launch of cell-cultivated bluefin tuna



BlueNalu, a California-based lab-grown seafood company, has expanded its strategic partnership with Nomad Foods, the owner of Birds Eye, to advance the commercialisation of cell-cultivated seafood products in the UK and across Europe. This development builds on an existing collaboration that dates back to 2021, with both companies set to work together on a market-entry strategy specifically targeting the UK market.

The partnership will initially focus on launching high-quality, cell-cultivated seafood products in premium foodservice outlets, as well as offering limited-time products designed to meet consumer demand for sustainable and premium seafood choices. BlueNalu is also actively involved in the UK Foods Standards Agency’s ‘Sandbox’ programme, a £1.6 million research initiative aimed at developing regulatory frameworks to permit the sale of cultivated meat products in the UK. BlueNalu stands out as the only company within the Sandbox programme concentrating primarily on cell-cultivated seafood.

BlueNalu's investment backing includes London-listed cellular agriculture group Agronomics. Recent research sponsored by BlueNalu highlights strong enthusiasm among UK sushi consumers for its first commercial product, cell-cultivated bluefin tuna toro. A survey conducted last year among 2,000 frequent sushi eaters revealed that 92% showed interest in trying the product. Key benefits noted by respondents included the absence of parasites, pesticides, microplastics, mercury, and antibiotics, alongside a high omega-3 content. Moreover, 74% of those surveyed indicated a willingness to pay the same or more than conventional bluefin tuna, acknowledging the potential benefits of the cultivated version.

Lou Cooperhouse, founder, president, and CEO of BlueNalu, said, “Our cell-cultivated bluefin toro offers a new, high-quality seafood experience, nutrient-rich, free from environmental contaminants, and designed to complement a global supply chain that is increasingly fragile and unpredictable.” He further stated, “We are proud to work with trusted partners and forward-thinking regulatory agencies to deliver safe, consistent, and desirable seafood to consumers in the coming years. Our acceptance into the UK regulatory sandbox reinforces BlueNalu’s position as a global company at the forefront of food system innovation.”

Jim Mellon, executive chair of Agronomics, commented on the expanded partnership, saying it "further exemplifies the ongoing momentum in the cultivated food sector across the globe.” He added, “This research also confirms what we have known for some time: that there is a strong demand from consumers, who want food options which are not only more sustainable, but which are healthier and better for themselves and the planet. We are looking forward to BlueNalu making waves in the UK, as its partnership with Nomad Foods will drive forward innovation in the clean food industry.”

Agronomics is also a significant investor in Meatly, a British cultivated meat supplier known for recently unveiling the world’s first commercially available lab-grown dog treats.

In related industry developments, cultivated meat company Meatable announced a strategic collaboration with TruMeat, a contract manufacturer specialising in cultivated meat production at commercial scale. This partnership aims to advance the global commercialisation of cultivated meat by optimising production processes, media development, and establishing a state-of-the-art manufacturing facility in Singapore, operated by TruMeat using Meatable’s technology.

The Grocer is reporting these updates, underscoring the growing commercial momentum and consumer interest within the cultivated food sector, particularly in lab-grown seafood and meat products.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://vegconomist.com/organisations-and-brands/bluenalu/> - This article reports on BlueNalu's agreement with Nomad Foods, marking the first such agreement in Europe between a consumer packaged goods company and a cell-cultured seafood company, pending regulatory approval.
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7. <https://www.thegrocer.co.uk/news/lab-grown-seafood-player-bluenalu-seals-partnership-with-birds-eye-owner-nomad/703984.article> - Please view link - unable to able to access data