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# Meatable welcomes strategic investment from Thailandâ??s Betagro

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Meatable, the pioneering cultivated meat technology company dedicated to creating sustainable, real meat without harming animals announced a strategic investment from Betagro Ventures, the corporate venture capital arm of one of Asiaâ??s most prominent food companies based in Thailand. This partnership is a landmark achievement as Betagro becomes the first meat company in Asia to invest in Meatable, highlighting its commitment to innovative, sustainable food solutions. It reinforces Meatableâ??s mission to reshape the future of protein production as global demand for meat continues to rise.

Betagroâ??s investment signals strong confidence in Meatableâ??s groundbreaking cell-based technology. This technology produces high-quality pork and beef that mirror the taste, texture, and nutritional profile of conventionally produced meat. This collaboration will accelerate Meatableâ??s growth and market entry into Asia, where demand for sustainable, scalable food options is rapidly increasing.

Meatableâ??s revolutionary approach uses opti-ox, a proprietary stem cell technology recognised by TIME as one of the best inventions of 2024. This technology enables the production of real meat without harvesting animals, substantially reducing environmental impact. Betagroâ??s investment in the technology aligns with its strategic goals of expanding its sustainable initiatives and offering diverse, high-quality protein options to its customers.