

Replacing Animal Protein in Diets



→ **Beyond Meat replaces animal protein with plant protein. Doing so, the start-up creates nutritional value at a lower cost with an improved environmental footprint.**



ENVIRONMENTAL

According to the International Livestock Research Institute, livestock systems occupy 45% of the world's surface area and cause up to 51% of worldwide greenhouse gas emissions.¹



SOCIAL

Plant protein has a positive impact on human health while also addressing animal welfare.



ECONOMIC

Meat production is expensive due to its resource use; 2,500 gallons of water are required to produce a single pound of meat.²

Americans consume ½ pound of protein per day versus the recommended ½ pound per week. Beyond Meat's Chicken-Free Strips are a plant protein that **mimics real chicken's texture**, bite, and succulence. Free of gluten, GMOs, cholesterol, trans-fats, hormones, and preservatives, the Chicken-Free Strips are made from a soy and pea protein blend that provides 19 grams of protein and 120 calories per 3 oz. serving.

The company's first product is soy based, but future products could replace the controversial ingredient with ingredients like lupin, barley, or mustard seed protein.

Why a Sustainia100 solution?

Plant protein benefits human health while addressing critical issues of climate change, resource scarcity, and animal welfare. Beyond Meat's manufacturing footprint is small enough to allow it to be replicated in any corner of the world. Relative to animal protein, Beyond Meat promises comparable nutrition at a lower cost with a lower environmental impact.

"WOULD WE CONTINUE TO RAISE AND EAT ANIMALS IN SUCH STAGGERING NUMBERS IF **A DELICIOUS AND PERFECT PLANT-BASED REPLICATION OF MEAT** EXISTED? I DECIDED TO FIND OUT — AND FOUNDED BEYOND MEAT."

ETHAN BROWN, FOUNDER AND CEO, BEYOND MEAT



Developed in
USA

Deployed in
USA, Canada



¹ World watch institute, "livestock and climate change."

² Robbins, John, "Diet for a new america."