

(IMPACT REPORT 2019)

IMPOSSIBLE FOODS' 2019 IMPACT REPORT LETTER FROM CEO

The use of animals to produce food for human consumption has long been taken for granted as an indispensable part of the food system. Now, finally, this disastrously resource-intensive and inefficient system is being recognized by environmentalists increasingly, by the public for what it is: a destructive and unnecessary technology. Yet global demand continues to surge for foods that have until now been produced using animals – and their catastrophic impact on climate, water resources, biodiversity and ecosystem integrity keeps skyrocketing. Awareness isn't enough; we need urgent action. That's why I founded Impossible

WE HAVE A SIMPLE MISSION: TO REPLACE THE USE OF ANIMALS AS A FOOD- PRODUCTION TECHNOLOGY, GLOBALLY BY 2035.

To achieve this goal, we set out eight years ago to create and scale up the world's most delicious, nutritious, versatile, affordable and sustainable meat, fish and dairy foods, and make them available to consumers around the world.

We leapt into 2019 with the launch of a reformulated and vastly improved version of our flagship product, the Impossible Burger, the result of a year-long R&D program. Thanks to Impossible Burger 2.0, demand has soared from every category in which we do business – large fast-food chains, individual restaurants, colleges and universities, corporate campuses, theme parks and more.

To achieve our 2035 goal, we still need to scale up more than 100,000-fold. That means that on average, we need to double production, sales and impact every year for the next 16 years.

Our decisive advantage over the incumbent industry is our ability to continue improving our products, processes and supply chain in every way that matters to consumers and the environment – week by week, year by year, far into the future. Cows aren't any better at making meat. We are.

For Impossible Foods, a sale only counts if it comes at the expense of an animal-derived product. As intended, more than 1 million consumers who purchase the Impossible Burger regularly eat meat from animals.

And we're just getting started. As you will read in this report, we're aiming for a far greater impact in 2019 and beyond. The time to waste.

Signed,



Pat Brown, Founder and CEO

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Please send me emails about Impossible Foods' products and services. Consent is not a condition of purchase. If I'm located outside the United States, I consent to my information being transferred to Impossible Foods in the United States.

SUBMIT