

## **The Good Food Institute: Creating a healthy, humane, and sustainable food supply**

The Good Food Institute is a team of scientists, entrepreneurs, lawyers, and lobbyists, all of whom are laser focused on harnessing the power of markets and innovation to transform our food system away from conventional animal products and toward plant-based alternatives and clean meat, which is grown from cells without the need for factory farms or slaughterhouses.

### **The Challenge: Animal agriculture causes at least four key harms**

- **Climate & the Environment:** U.N. scientists state that raising animals for food is “one of the major causes of the world's most pressing environmental problems, including global warming, land degradation, air and water pollution, and loss of biodiversity.”
- **Feeding the World:** Growing crops to feed them to farm animals is vastly inefficient, driving up the price of grains and legumes, and entrenching global poverty; to produce enough food for more than 9.7 billion people by 2050, we need a more efficient system.
- **Keeping Antibiotics Working:** The widespread use of antibiotics in farm animals is leading to the development of antibiotic-resistant superbugs, which may cost the global economy \$100 trillion by 2050 according to a report from the UK government. That report called the threat to the human race from superbugs “more certain” than the threat from climate change.
- **Animal Protection:** Industrialized animal agriculture subjects tens of billions of thinking, feeling animals to lives of extreme confinement, emotional trauma, painful mutilations, and inhumane slaughter.

### **The Solution: GFI's Four Key Programs**

Studies consistently show that the primary factors in any consumer's eating choices are **taste**, **price**, and **convenience**. The Good Food Institute works to make plant-based and clean meat as delicious, price-competitive, and convenient as possible, through:

- **Fostering Innovation:** Collaborating with top universities for entrepreneurship, synthetic and plant biology, and tissue engineering to create private and public sector activity focused on advancing plant-based and clean products.
- **Supporting Start-Ups:** Working with leading-edge plant-based and clean startups on communications, regulatory work, business plans, and all aspects of their success to mobilize markets and food innovation toward maximum transformation away from animal-based products.
- **Engaging Corporations:** Creating collaborative relationships with restaurants, grocery stores, food processing, and foodservice companies to maximize the quality, quantity, and promotion of plant-based alternatives to animal products.
- **Engaging Institutions:** Educating large grant-making institutions, NGOs, and governments about the value of R&D in this field as a critical component in addressing sustainability, climate change, and global hunger.

## **The Business Case**

Plant-based milks like almond milk and soymilk represent roughly 10% of the \$25 billion milk market, but plant-based meat represents just 0.25% of the \$200 billion meat market. Simply closing this gap will create a \$20 billion market opportunity. But we can do much, much better.

## **GFI Staff**

GFI's scientists, entrepreneurs, regulatory experts, and other professionals, are laser focused on harnessing the power of markets and innovation to transform our food system away from factory farmed animal products and toward clean meat and plant-based alternatives. Our Advisory Council includes business guru Suzy Welch, both of the top experts on clean meat (former Harvard medical professor Dr. Mark Post and Mayo Clinic-trained cardiologist Dr. Uma Valeti), multiple top VC investors and chefs, and Saudi Prince Khaled bin Alwaleed ("the tech prince"). See: [gfi.org/our-team](http://gfi.org/our-team) for details.

## **GFI's Six Program Departments**

- **GFI's science and technology department** develops and promotes the science of plant-based and clean meat. GFI's scientists are the global experts in this sector and work to ensure that the world's leaders in tissue engineering, biochemistry, food science, and plant biology are aware of and moving into plant-based and clean meat R&D.
- **GFI's policy department** works on regulatory and statutory endeavors that are focused on creating a clear pathway to commercialization of clean meat globally and a level playing field for plant-based and clean meat alternatives to conventional animal products.
- **GFI's corporate engagement department** works to improve the quality, quantity, and promotion of plant-based alternatives to animal products—our focus is on major food companies, chain restaurants and grocery stores, and key manufacturers of plant-based alternatives to conventional meat, dairy, and eggs.
- **GFI's innovation department** holds events at top business schools across the U.S. to raise awareness among budding entrepreneurs about the plant-based and clean meat market sectors, conducts consumer research, creates new companies from scratch, and helps existing start-ups to become more successful.
- **GFI's international engagement department** is focused on replicating internationally the most successful work from the corporate engagement, scitech, and policy departments.
- **GFI's communications department** works to secure media attention for the science of plant-based and clean products generally, for GFI's regulatory and statutory work, and for our corporate engagement efforts: supporting the work of our entire organization and bringing maximum exposure to world-changing food technologies.

## **Join Us!**

GFI is a 501(c)(3) nonprofit organization powered by philanthropy. Gift support is vital to our mission to transform the current course of global food production and advance a new course that is healthy, humane, and sustainable.

To discuss how you can be part of this transformative work with your gift or grant, please contact:

Clare Elisabeth Bland, Director of Development | [clareb@gfi.org](mailto:clareb@gfi.org) | 310.429.7162.