

## MEET THE GOOD FOOD INSTITUTE

We use food innovation and markets to transform agriculture away from the use of animals and toward plant-based and clean meat alternatives.

### What is plant-based meat?

Plant-based meat looks, tastes, and feels like conventional meat from animals but is comprised of plant-based ingredients. These products contain no cholesterol and are much better for the environment.

### What is clean meat?

Clean meat is produced by taking a small sample of animal cells and replicating them outside of the animal. The resulting product is 100 percent real meat, but without the antibiotics, E. coli, salmonella, or animal waste.

**Both plant-based meat and clean meat can satisfy core consumer expectations with regard to taste, price, and convenience. They will also address some of the world's most pressing problems.**

#### WHAT WE DO



#### Fostering Innovation

We promote scientific and technological research and innovation to accelerate the growth of plant-based and clean meat alternatives.



#### Supporting Startups

We provide mission-critical support to entrepreneurs and early-stage startups, contributing solutions at every point along the plant-based or clean meat supply chain.



#### Engaging Corporations

We transform the food industry from the inside out by helping food processing, restaurant, grocery, and distribution companies improve their plant-based and future clean meat offerings.



#### Influencing Institutions

We work nationally and internationally to influence change at the highest levels of government and academia as well as among nonprofits, thought leaders, and in the media.

**GFI is accelerating the shift toward a healthy, humane, and sustainable food supply.**

“Remaking meat is one sector of the food industry that is ripe for innovation and growth.” – Bill Gates

THE CHALLENGE

Industrialized animal agriculture is a significant contributor to the world’s most pressing problems:



**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.

**Climate and the Environment**

United Nations 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.”



**Keeping Antibiotics Working**

The widespread use of antibiotics in farm animals is leading to the development of antibiotic-resistant superbugs; a report from the UK government calls the threat to the human race from superbugs “more certain” than the threat from climate change.

**Reducing Needless Suffering**

Industrialized animal agriculture subjects tens of billions of thinking, feeling animals to lives of extreme confinement, emotional trauma, painful mutilations, and inhumane slaughter.



OUR DEDICATED TEAMS

Science & Technology

Innovation

Corporate Engagement

Policy

International Engagement

Communications

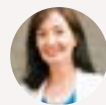
Development

Executive

Operations

**JOIN US!**

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**GFI.ORG**

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