



The Good Food Institute (GFI) is a nonprofit think tank working to ensure that the global food system can feed the world without exhausting our natural resources

Alongside scientists, businesses, and policymakers, GFI's teams focus on making plant-based and cultivated meat delicious, affordable, and accessible. Powered by philanthropy, GFI advances protein innovation as an essential solution to meet the world's climate, global health, food security, and biodiversity goals.

Our theory of change

Meat production is estimated to increase by 70 to 100 percent by 2050 to meet growing demand. Making meat differently via alternative proteins (plant-based and cultivated meats) will be as essential as the transition to renewable energy for geopolitical stability and economic growth.

Alternative proteins require far less land and water, eliminate the need for antibiotics in our food system, provide a more resilient food supply, reduce emissions, and feed more people with fewer resources. By changing how meat is made, we can seize the opportunity to produce food that people love and usher in a more sustainable, secure, and just food future.

Alt protein 101



Plant-based meat provides the taste and texture of conventional meat and is made from plants.



Cultivated meat is real animal meat—identical to conventional meat—cultivated directly from animal cells.

Our work

Given that taste and price determine what most people eat, GFI works around the world to make alternative proteins as delicious, affordable, and accessible as conventional meat.

Policy: We advocate for fair policy and public investment in alternative proteins.

SciTech: We advance foundational, open-access research in alternative proteins and foster a research and training ecosystem for these game-changing fields.

Industry: We accelerate innovation and scale the supply chain faster than market forces alone would allow.

Our role and mission

GFI is uniquely positioned to accelerate alternative proteins by catalyzing and growing the entire field, creating a world where alternative proteins are no longer alternative.

Our policy work

Plant-based and cultivated meat offer clear solutions to major national and global challenges—the very issues governments exist to address. GFI advocates for fair policy and public research for alternative proteins.

The benefits of good policy

Fair policy and public investment will ensure that alternative proteins are affordable and accessible, leading to:



A stronger economy



More choices for consumers



A resilient food supply

Our areas of focus

Advancing public research: We work to secure funds for alternative protein science to maximize the impact of ground-breaking research, fuel economic growth, and accelerate American innovation.

Ensuring a clear path to market: For cultivated meat to be successful on the market, there must be an efficient regulatory path in every country. We advocate around the world for clear, efficient regulations.

Advocating for fair labeling: We work with state and federal policymakers to defend the right of alternative protein producers to use clear naming conventions.

What we bring to the table



Legal expertise in food labels and the First Amendment



Perspective on U.S. and international regulatory precedents and best practices



Scientific, technical, and market insight into the opportunities of alternative proteins



A global approach, with affiliates in Asia Pacific, Brazil, Europe, India, and Israel collaborating closely at the national and multinational level

Our relationship with companies in this sector

GFI is an independent 501(c)(3) organization, powered by foundations and individual donors. We set our own policy agenda motivated by a vision of a sustainable, secure, and just protein supply. We work closely with alternative protein companies, but we do not represent them directly.

Subscribe to our policy newsletter to learn about the latest developments in alternative proteins

Contact us at info@gfi.org if you would like to learn about alternative protein innovation in your state, district, or region.