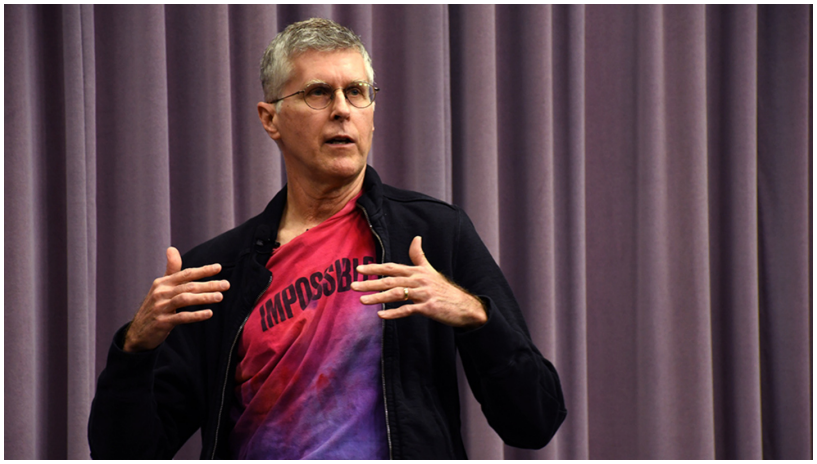
**Stanford eCorner**

**Dissecting Meat Dependence**

**06-12-2017**

URL: https://stvp.stanford.edu/clips/dissecting-meat-dependence

Patrick Brown, founder and CEO of Impossible Foods, maker of the plant-based "Impossible Burger," talks about how meat production is essentially a "technology problem," where the way we currently create beef – with cows – is fundamentally limited and unsustainable. "You don't love meat because it's made from animals, you love it in spite of the fact that it's made from animals," says Brown, previously a professor of biochemistry at Stanford.



## Transcript

- The entire space of possibilities for doing transformative things in the food system is vastly under-explored relative to it's potential and it's importance.. And I think there's been very little real innovation in the traditional food industry, The notion that-- So, we started with the idea that it should be possible to make meat, and by meat I mean I define it in the way that consumers define it: the flavor experience, the cooking experience, the whole sensory experience, nutritional value, and affordablity and so forth.. To make meat better, in all those measures, than a cow can do it, or than the existing technology can to it, that basically, that the technology that we've been using up to now to make meat is fundamentally limited, and it's also completely unsustainable.. But, it's just a technology problem.. We've kind of conflated the products with the way we make them; we use animals to make these products, but the value to consumers, and we actually have data on this, has nothing to do with the fact they're made from animals.. You don't love meat because it's made from animals; you love it in spite of the fact that it's made from animals.. Using as a technology is fundamentally limited.. Cows did not evolve as a meat production technology, they were incidentally taken advantage of as a meat production technology.. If you approach the problem as saying, we have to deliver a particular kind of sensory experience to consumers, and nutritional value, and versatility, and affordability, in a particular form factor and blah blah blah blah blah.. But, we wanna do it with a blank slate, basically, and with the goal of massively reducing the environmental footprint..

And, we want to do a better job than the existing technology can do.. Well, that's completely-- That makes perfect sense to me, anyway.. And, it's kind of like the same thing with transportation 200 years ago.. People, 200 years ago, people if you said, I'm going to make the cart move faster without using the horse, they'd think you were crazy, because people conflated the particular way they made the cart move with the kind of universal possibilities.. But, when you step away from that, you realize that actually, you can avoid all the limitations of the existing technology or, you can get rid of all the limitation of the existing technology, and there's vast possibilities for improving it...