



Momentum for Change: Planetary Health Category

Impossible Foods: Creating Plant-Based Alternatives to Meat

Singapore, Hong Kong, USA, Macau

[Impossible Foods](#) is creating plant-based replacements for meat products that are more sustainable and help displace market demand for meat products. By replacing animal products, consumers have enormous power to spare land for biodiversity and carbon capture, halt greenhouse gas emissions at the source, and alleviate demand on fresh water needed for healthy ecosystems.

Launched in 2016, Impossible Burgers are now served in more than 17,000 restaurants, including traditional fast food outlets like White Castle and Burger King. Their burgers have had proven success in appealing to non-vegetarians, by converting them to Impossible Foods' plant-based meat alternatives. For example, priced at only one dollar more than the Burger King Whopper, the Impossible Burger has the potential to replace meat products and cut greenhouse gas emissions in the process.

Key Facts

- In 2018, Impossible Burger sales spared the equivalent of 81,000 tonnes of greenhouse gas emissions and 900 million gallons of water.
- Compared to a traditional beef burger, the Impossible Burger requires 96% less land (viable habitat), 87% less fresh water, while generating 89% fewer greenhouse gas emissions.
- The Impossible Burger is appealing to more non-vegetarians than ever before – in 2016, the percentage of non-vegetarians who ordered their burger rose from 75% to 90%.

More information

Digital assets are available for download at <http://bit.ly/mfc-2019>

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