

## ‘Veggie burger that bleeds’ created with GM yeast to hit stores soon

The Impossible Burger, also known as the “veggie burger that bleeds,” has drawn crowds of curious eaters and inspired dozens of think pieces.

Now Redwood City's [Impossible Foods](#), which makes this culinary curiosity, is rolling out the next phase in its ambitious plan to supplant animal agriculture with high-tech foods that mimic meat in every sense but the source. The company is moving into a factory in East Oakland that will soon be capable of producing 1 million pounds of the burgers every month. Impossible Foods is betting that the cachet the burger has earned will propel it into restaurants across the country.

...

The “blood,” a substance that the company calls “heme,” is produced by genetically modified yeast cells. Heme gives the burger its deep-red color when raw, which fades convincingly as the burger heats up, as well as a subtly metallic character that meat eaters rarely notice until they eat tofu patties and complain about its lack.

...

Lux [Research] analyst Camilla Stice doesn't foresee meat production decreasing. Rather, it may plateau, while soy, pea and oat proteins fill the remaining demand as the population grows.

“By 2054, we're seeing that about one-third of the protein supply is going to be from alternative sources,” Stice said.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [‘Veggie burger that bleeds’ set to take on US market](#)**

**For more background on the Genetic Literacy Project, read [GLP on Wikipedia](#)**