

Impossible Foods exec: Environmentalist opponents are on ‘wrong side of history’

For more than a year, the nongovernmental organization Friends of the Earth (FOE) has been trying to malign and defame Impossible Foods because [we use genetic engineering](#) to make delicious, wholesome meat, using simple plant ingredients, without the disastrous environmental impact of animal farming.

Why would a nonprofit purporting to “champion a more healthy and just world” launch a smear campaign against Impossible Foods, a startup whose [entire purpose](#) is to eliminate the world’s most destructive technology?

Simple: The US wing of FOE is an anti-science fundamentalist organization that wants to eliminate genetic engineering *at any cost*, [including the lives of people, the health of the planet, and even FOE’s own credibility](#). This is an organization on the wrong side of history, doomed to irrelevance for failing to acknowledge and embrace reality.

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FOE portrays companies that use genetic engineering as lax on testing and compliance. This is farcical. Scientists exhaustively tested the Impossible Burger, which complies with all food-safety regulations everywhere it’s sold.

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Everything is scarier in the dark, so FOE often falsely alleges that Impossible Foods hides its use of genetic engineering and is less than transparent about its technology. This is blatantly false.

Read full, original article: [Setting the Record Straight: Don’t believe anti-science fundamentalists or their preposterous propaganda](#)