

'Innovative' GMO Impossible burger could help support US soybean growers, says USDA chief Sonny Perdue

Sonny Perdue may be a champion of agriculture and agribusinesses in all its forms. But even he isn't immune to the lure of the vegan Impossible Burger.

Screen Shot at PM
Sonny Perdue

On [June 27], the U.S. Secretary of Agriculture visited the startup's headquarters in Redwood City, California, where staff cooked up an Impossible Burger for him. He said it tasted "very good," and that it was a "good facsimile" of real beef.

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The Secretary praised the company's innovation, and said it could help soybean farmers, since the vegan burger contains the oilseed The Impossible Burger has made inroads. It is offered at thousands of restaurants in the U.S., including fast-food stalwarts like White Castle and Burger King.

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"I know there's some anxiety out there," Perdue said. But "the main answer is the labeling question – consumers ought to know what it is and where it came from."

Read full, original article: Meat-Eating Agriculture Secretary Tries the Impossible Burger