

GMO Impossible Burger soy ingredient that 'bleeds' approved by FDA, clearing way for US grocery store sales

The U.S. Food and Drug Administration on [July 31] approved a key ingredient in plant-based burger patties made by Impossible Foods, a rival to Beyond Meat, clearing the way for direct-to-consumer sales at U.S. grocery stores.

The FDA in a statement said it concluded soy leghemoglobin, a protein-based color additive Impossible Food uses to make its burgers look and "bleed" like real meat, was safe.

Impossible Foods in a statement said it plans to launch its Impossible Burger in select retail stores in September.

"We've always gone above and beyond to comply with every food-safety regulation and to provide maximum transparency about our ingredients so that our customers can have 100% confidence in our product," said Impossible Food's chief legal officer, Dana Wagner.

Read full, original article: [Beyond Meat competitor Impossible Foods receives FDA approval](#)