

Will Beyond, Impossible burgers mark the downfall of ‘real’ beef?

There’s a famous Gandhi aphorism about how movements progress: “First they ignore you, then they laugh at you, then they fight you, then you win.” I’ve been thinking about that quote since I wrote [my first piece](#) about plant-based meat (or alt meat, as I like to call it) for *Outside* in 2014.

Back then, we were firmly in the “laugh at you” stage. Beyond Meat, the first of the Silicon Valley startups to use advanced technology to produce extremely meat-like burgers, had been ignored for its first few years, but in 2014, it released its Beast Burger, which was treated by the press and public as a slightly off-putting curiosity. What was this stuff? Would anyone actually eat it? Ewwwww.

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But I didn’t laugh. I knew it would keep getting better and beef wouldn’t If I’m being honest, I find that I slightly prefer [the plant-based Impossible burger] to real beef. It’s rich and juicy, more savory, but still somehow cleaner and less cloying.

In the coming years, expect a lot of other omnivores to have similar epiphanies. Impossible Foods has performed more than [26,000 blind taste tests](#) on its burger, which is on track to surpass ground beef in those tests

Read full, original article: [This Is the Beginning of the End of the Beef Industry](#)