

Video: Can meat substitutes like the GMO Impossible Burger make inroads as a meat substitute in China and other countries?

Meat substitutes are surging in popularity as an environmentalist backlash against meat intensifies and as the taste of meat substitutes improves. How will these new alternatives transform the way we feed the world? What are the implications for global land and water resources—and the meat industry?

A discussion with the founder and chief executive of one of the world's fastest-growing meat-substitute makers, which was founded in Silicon Valley and has high hopes for prospects in China.

Original video: [The Future of Sustainable Meat Substitutes](#)