

## Vegan gold rush: When will billions of dollars poured into plant-based meat ventures result in more than bland-tasting imitations?

The new foods I've tried are just a smattering of what's on offer from the [dozens and dozens \(and dozens\) of plant-based startups](#) that have sprung up in recent years, fueled by [billions of dollars](#) in venture capital cash. It's the vegan gold rush, and while all that investment has been great for the companies, I worry about the downside for consumers and the plant-based movement: a glut of mediocre products.

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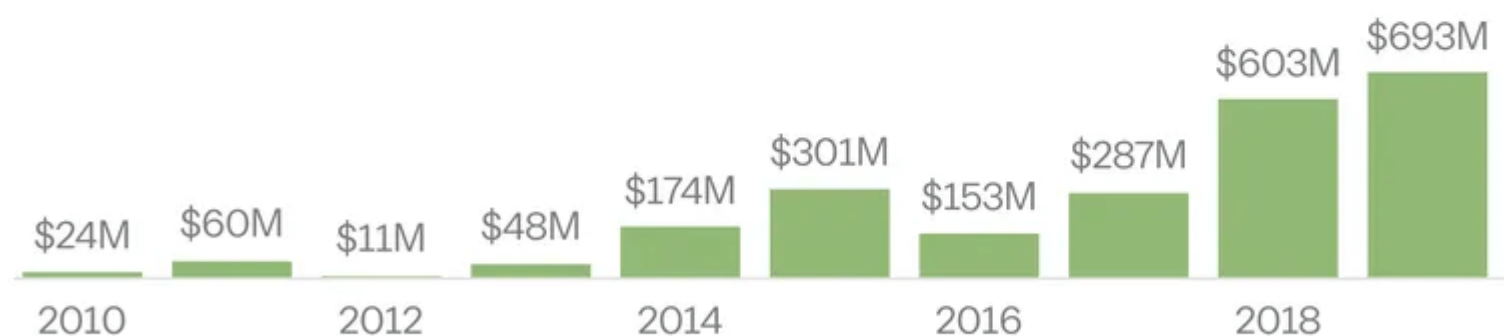
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"If there's a plethora of really poor products on the market, and people who don't do their research or haven't been exposed to [better] products choose one of those as their first foray into plant-based foods, that can certainly create a negative halo around the category," says Jennifer Bartashus, a senior analyst at Bloomberg Intelligence.

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The distance that even the best startups still have to go to make hyperrealistic analogues — despite billions in collective investment — illustrates just how hard it is to make plant-based meat, milk, and eggs that can compare to conventional products. And easy money might be drying up; venture capital firms are [tightening their belts](#) in the current economic environment.

## Investment in plant-based food companies has skyrocketed in recent years, but risks a decline



Estimates from publicly disclosed deals for about 200 plant-based food companies

Chart: Kenny Torrella • Source: Good Food Institute analysis of Pitchbook data

[This is an excerpt. Read the original post here](#)