Impossible Foods company takes over cattle ranch, transforms it into soy, sunflower and other crops for plant-based meat production

You’d be forgiven for immediately thinking of a new vegan buttermilk dressing when you hear the words ‘Impossible Ranch’. But that’s not what plant-based pioneer Impossible Foods is doing in South Carolina, where a now-former cattle farm will sport crops like soybeans, sunflowers and coconut trees.

These will support the manufacturing of Impossible Foods’ vegan beef, chicken and pork products, transforming the output of the farm from animal-derived meat to plant-based instead. In addition, the company is rescuing the cows on the property, and documenting the long-term transition project on its social media to allow consumers to follow along.

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This followed the launch of the Impossible Beef Lite last year, which carries the American Heart Association’s Heart-Check certification. It is one of the only meat analogues to be certified as heart-healthy, with a few products from Beyond Meat also appearing on that list.

“With every move we make, we want to set the tone that we’re an inclusive brand. We don’t want people to feel judged for loving meat, and we need to show them they don’t have to change their lifestyle in order to help the planet or their health,” the spokesperson said.

This is an excerpt. Read the original post here