

Beyond an Industry of Death

It's shaped like a beef patty, smells like one, even smacks of meaty particles. Its flesh however does not come from cows and pigs. Its fundamental building blocks derive from vegetables like peas and carrots.

Beyond Meat is a plant-based protein company headquartered in El Segundo, California, where food-scientists are redefining the way people think about chicken strips and burgers. The CEO, Ethan Brown, grew up on a farm, eventually becoming passionate about animal-welfare. Today, his team of chemists are rolling out products like, "The Beast" - a patty that has all the protein and B12 that beef contains but stripped of the compounds that increase a person's risk of heart disease and high cholesterol. Blind taste tests have proven that Beyond Meat foods have become indistinguishable in many respects to traditional meat. The striking resemblance has gotten to the point that some vegans are staying away, citing that the products blood-like texture is eerily similar to the animal meat they used to chew on.

Beyond Meat, with recent funding from investors like Bill Gates and meat-processing company Tyson Foods, has its products in numerous stores such as Whole Foods and Target and in restaurant-chains like TGI Friday's. Whether people are trying to curb carbon emissions released into the atmosphere as a result of livestock overabundance, concerned about animal-rights, adopting a healthier diet or just interested in trying a meatless-meatball, Beyond Meat is an innovative company that provides all of the above experiences.