

## THE GOOD FOOD INSTITUTE

A US-Based NGO

50 Employees

Branches worldwide

Annual Report:  
[gfi.org/2017yearinreview](https://gfi.org/2017yearinreview)

GFI promotes better protein  
sources to replace industrial  
animal agriculture.

## The Good Food Institute

**Creating a healthy, humane, and sustainable food supply**

GFI is a 501(c)3 that promotes plant-based and clean meat.

Plant-based meat is obvious – it's meat made from plants, like the Internet-breaking Impossible Burger, products from Beyond Meat, etc.

Clean meat is cutting-edge technology in which real meat is grown directly from animal cells outside of an animal, like Memphis Meats recently accomplished with poultry products.

To support these innovations, GFI works directly with policymakers, scientists, entrepreneurs, and investors. We have an amazing and diverse team of subject matter experts available. You can learn more about their areas of specialization at [gfi.org/our-team](https://gfi.org/our-team) and learn more about the organization at [gfi.org/overview](https://gfi.org/overview).

## THE GOOD FOOD INSTITUTE

### Contact

---

**The Good Food Institute**  
1380 Monroe St. NW #229  
Washington DC 20012  
USA  
[www.gfi.org](http://www.gfi.org)

### Contact person

---



**Matt Ball**  
Senior Media Relations  
Specialist  
412-445-5757  
[mattb@gfi.org](mailto:mattb@gfi.org)

---

### Legend (continued)

The Good Food Institute exists so that when people buy meat, eggs, and dairy, they are not causing environmental degradation, cruelty to animals, increased climate change, or harm to public health. Our singular mission is to make plant-based and clean meat, eggs, and dairy as delicious, price-competitive, and convenient as their animal-based counterparts. We exist to make the default choice a better choice.

We do this by working at every phase of the market – from inspiring people to want to work in these fields, to making sure established companies are able to compete on a level playing field with entrenched interests, to expanding the market as quickly as possible.

We start by seeking out potential scientists, engineers, academics, financiers, and entrepreneurs and letting them know about the many opportunities in the plant-based and clean meat fields. To find the best people, GFI does outreach to top universities for food science, entrepreneurship, synthetic biology, and tissue engineering and provide them with what they need to get involved. In short, *GFI is a think tank for the plant-based and clean meat fields.*

Once we have helped build these teams, we provide a variety of services, from marketing and branding to business plans and public relations. GFI connects these new companies to sources of funding and provides guidance on regulatory issues. We also build coalitions of new and existing companies to understand and address regulatory issues. *In this way, GFI acts as an incubator and accelerator for the plant-based and clean meat market sectors.*

Beyond building and supporting new and existing companies, GFI is actively expanding the market for these better products. We are continuing to build collaborative relationships with the largest chain restaurants, grocery stores, and foodservice operators to maximize the availability, quality, quantity, and promotion of plant-based (and eventually clean) alternatives.

GFI also engages with foundations, corporations, investors, and governments and explains the value of research and development (and mergers and acquisitions) in this field, especially as a critical component in addressing sustainability, climate change, and global hunger. Already, our efforts have helped spur [major investments in – and even acquisitions of](#) – plant-based and clean meat companies by some of the world's largest food companies, giving these companies greater resources and expertise to develop their products and bring them to market more quickly and broadly.

We also lead the efforts to fight back against reactionary efforts by some entrenched interests. GFI exposes efforts to hinder the development and marketing of plant-based and clean meat alternatives and provides a voice for progress and innovation in the media. We are working with legislators and regulators to ensure there is a clear and efficient path to market for clean meat.

The Good Food Institute is fundamentally changing the food system, accelerating the shift from industrial animal agriculture to plant-based and clean meat, eggs, and dairy. We do all of the above not only in the United States, but also in India, Brazil, Israel, China, and a growing number of other countries around the world.