

**Entrepreneur Series****An interview with Pat Brown – CEO and Founder, Impossible Foods**  
[Video Transcript]

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I'm Pat Brown. I'm the CEO and Founder of Impossible Foods.

Impossible Foods is a company I founded about 7 and a half years ago. I realised that the most important and urgent problem in the world right now is the catastrophic environmental impact of our use of animals as a food technology.

The way you have to solve the problem is to figure out a better way to meet the demand for these products. And the only way to do that, is to develop meat, fish and dairy foods that's better, more delicious, more nutritious, more versatile, more affordable than the versions we get from animals.

Our first product, the one that's on the market right now is a burger. You can think of it as raw ground beef.

Big problem we had to solve initially was to figure what makes meat delicious to meat lovers. They discovered a big part of the answer. Which is, the unique flavor and aroma of meat is due to a molecule called HEME. We also had to figure out texture, juiciness, and the mouth feel, all that sort of stuff.

You're not gonna change at least any time soon people's diets by telling them this is better for the planet. Even if you tell them this diet is better for your health.

So much of the pleasure of living for a lot of people is, the meals and the food they eat. People don't want to make sacrifices there. And that means that the way to change what people eat, is not to ask them to change their diets but change the way you make it.

And that's how we're thinking about it. Just focus on developing better technology that makes the product more delicious, more nutritious, more affordable and much more sustainable.

Education is great. But it's not enough to solve the problem. Hopefully we'll have a lot of partners and a lot of help with that.