



Improving Food Sustainability — One Bite at a Time

Despite the problems associated with high meat consumption, Americans are eating more meat than ever before. Yet, [numerous studies](#), including from the [World Health Organization](#) and [Harvard School of Public Health](#), affirm that increased processed meat consumption is associated with elevated risk for coronary heart disease, stroke, type II diabetes, and other non-communicable diseases. The Better Meat Co. aims to help people eat the foods they love without so much of the baggage.

At the Better Meat Co., we look at food sustainability in a holistic way, including both environmental and human health. Our mission: to blend high-quality plant-based proteins into ground meats, with the ultimate goal of improving our food system by helping consumers eat more plants in a pragmatic way. Our products help food service providers and meat processors reduce their impact on the environment while improving health benefits and enhancing taste simultaneously.

Protecting the Planet with Plants

Elevated meat consumption impacts our ability to sustainably feed ourselves. The planet isn't getting bigger, but humanity's footprint on it is. On average, animal proteins have a larger environmental impact than plant proteins and the [World Resources Institute](#) has estimated that replacing 30% of beef in the 10 billion burgers served annually in the US would result in emissions reductions equivalent to taking two million cars off the road. Greenpeace recently issued a [report](#) declaring that we need to cut meat consumption in half for climate purposes, while the Center for Biological Diversity [says](#) that if we want to prevent wildlife extinction, the best thing we can do is eat less meat and more plants.

Health Is Wealth

Access to healthy food is also a concern for a significant portion of the US and much of the world. Low-income areas are particularly vulnerable, with higher rates of the diseases enumerated above. Often, the closest option is a fast food chain that serves unhealthy meat. Replacing such meat with our high-quality plant-based proteins helps reduce saturated fat, cholesterol, and total calories, all while actually improving taste.

A more sustainable food system would help us eat more foods that will protect our health. Agriculture is a huge engine in our region and Sacramento's Farm to Fork movement is growing as local restaurants and stores are being more deliberate in sourcing food more sustainably. The Better Meat Co. offers a pragmatic approach to help improve food sustainability in the fastest way possible: by helping everyday consumers put more plants and less meat into their diets.

Our products make the meat we *do* eat, better. By better we mean more plant, less animal. This pragmatic approach will help improve food sustainability in the fastest way possible: by helping everyday consumers put more plants and less meat into their diets. And did we mention it just tastes better, too?

If you're interested in improving food sustainability at your food service establishment while improving taste (all the while remaining cost-competitive), we're eager to hear from you!