



**BEYOND  
MEAT®**

1325 E El Segundo Blvd.  
El Segundo, CA 90245

August 13, 2021

Committee Secretary  
Senate Standing Committees on Rural and Regional Affairs and Transport  
PO Box 6100  
PARLIAMENT HOUSE  
CANBERRA ACT 2600

Dear Committee Secretary:

I am pleased to provide this submission on behalf of Beyond Meat in response to the Committee's inquiry into the definitions of meat and other animal products.

Beyond Meat, headquartered in El Segundo, California, offers a portfolio of revolutionary plant-based proteins made from simple ingredients without GMOs, bioengineered ingredients, hormones, antibiotics, or cholesterol. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while being better for people and the planet. Beyond Meat's brand commitment, Eat What You Love, represents a strong belief that there is a better way to feed our future and that the positive choices we all make, no matter how small, can have a great impact on our personal health and the health of our planet. By shifting from animal-based meat to plant-based protein, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of June 2021, Beyond Meat had products available at approximately 119,000 retail and foodservice outlets in over 80 countries worldwide.

In Australia, Beyond Meat products, including Beyond Burger, Beyond Sausage, Beyond Beef, and Beyond Meatballs, are widely distributed at retailers such as Woolworths, Coles, and Drakes as well as popular food service outlets like Grill'd. We receive very positive ongoing feedback from Australian consumers who appreciate having plant-based options available to them and their families.

Beyond Meat products are all plant-based, and our product labels globally make this as clear as possible, primarily by including the phrase "plant-based" in prominent, green font in the center of our label. We strongly believe that a labeling approach for plant-based meat products that allows the use of traditional animal meat terms with a prominent and clear qualifier (such as "plant-based" or "meatless") is the most transparent and consumer protective approach, because it accurately describes the nature of a product and also explains how a consumer can expect a product to taste and function. For example, our "Beyond Burger" is labeled as a "plant-based patty." When a consumer purchases the Beyond Burger, they understand that it will cook, function, and taste like a burger, and they also understand that it is plant-based. This naming convention has been successfully used globally for many years and we believe it is now widely understood by consumers making purchasing decisions.

**GO BEYOND™**



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Our customers purchase our products because they are seeking a plant-based meat alternative, not because they are confused about the products' origins. Since our launch, we have not received any complaints from consumers who didn't understand that our products are plant-based. We were pleased to see that the submission from the Australian Competition & Consumer Commission indicates similar experience in Australia across the plant-based meat category, explaining that "the ACCC has received very few reports about consumers being misled by the labelling used for plant-based substitute products," and that "[i]n each case [the ACCC] considered that a court would view the overall impression conveyed by the labelling of these products as unlikely to mislead an ordinary consumer."

I appreciate you considering our experience and input, and would be happy to answer any questions you might have regarding our products.

Thank you,