

Moving to plant-based protein

Burger King has become the first global quick-service restaurant to embrace plant-based “meats” from startups including Impossible Foods and Beyond Meat — both backed by Microsoft founder Bill Gates

71% of Earth's surface is ocean
(361 million km²)



Animal-based burger:
Requires **220 litres** of water and **3.5m²** of land to produce one quarter-pound beef burger (114 grams)

\$928bn

Value of global meat industry
(2018 estimate)

262.8m tonnes Meat produced worldwide in 2017 – more than double production in 1986 (126.2m tonnes)



Pork:
111 million tonnes



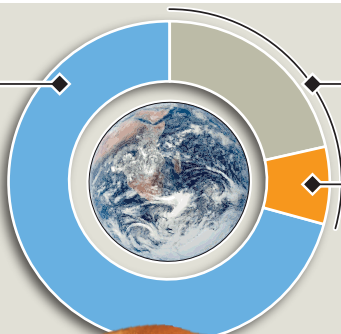
Poultry:
90.5 million tonnes



Beef:
61.3 million tonnes

38% Replacing **50%** of meat products by plant-based “meat” and cultured meat could yield a **38%** reduction in agricultural land demand

**Study by University of Michigan, comparing environmental impact of Beyond Burger and animal-based beef burger*



29% is land...
(149 million km²)

...of which more than one quarter is used for livestock
(40 million km²)

Impossible Burger: Made from plant protein uses **99%** less water, **93%** less land, produces **90%** fewer greenhouse gas emissions and uses **46%** less energy*



\$4.63bn

Value of plant-based “meat” market (2018)