

Alternative proteins are poised to disrupt, at a minimum, the meat and poultry industries. These proteins include plant-based meats, insects, precision fermentation proteins and cell-based proteins. Precision fermentation technology, used for the Impossible Burger, can be used to make any organic molecule which includes meat, poultry, seafood or plants. One think tank predicts that, by 2030, the dairy and cattle industry will collapse in favor to proteins using this technology. The conventional meat industry is fighting back against alternative proteins with state and federal laws and regulations to slow down the technologies with adverse names (e.g., artificial meat) and harsh regulatory environments. The latter may go all the way to product-by-product premarket approval using FDA's food additive regimes. Each of these technologies appears to be capable of having positive effects on nutrition, food safety, the environment, energy, animal welfare and consumer budgets. Too little regulation may adversely affect consumer confidence and allow unnecessary risks but too much almost certainly would delay the benefits promised or lose international advantages in development.