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For hundreds of thousands of years, we were hunter-gatherers. Keep scrolling...Then, we started domesticating animals to make them easier to eat. Eventually, we started corralling those animals to raise even more of them. And then we started intensively confining them by the tens of thousands. It takes a huge amount of land, water, greenhouse gases, and more to raise and slaughter billions of animals for food. But what if we could satiate humanity's meat demand without the need to raise so many animals? That's exactly what we're working to do at The Better Meat Co. We believe the future of meat production is fermentation-fueled. We're working to enable our species to enjoy all the meat we crave, but with a tiny sliver of the footprint we currently have on the planet and animals. We're advancing all-natural protein technologies to recreate the meat experience without animals. We're laser-focused on solving the meat sustainability crisis our planet faces. In short, we aspire to revolutionize the meat industry by creating a new and better way to make meat. It will be delicious, it will be satisfying, and it will be affordable. And it will create a cleaner, greener planet for all of us to enjoy. At The Better Meat Co., accessible from [bettermeat.co](https://bettermeat.co), one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by The Better Meat Co. and how we use it. If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us. This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect in The Better Meat Co.. This policy is not applicable to any information collected offline or via channels other than this website. 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The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information. Cookies and Web Beacons Like any other website, The Better Meat Co. uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimize the users' experience by customizing our web page content based on visitors' browser type and/or other information. For more general information on cookies, please read "What Are Cookies" from Cookie Consent. 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It may include their practices and instructions about how to opt-out of certain options. You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites. CPA Privacy Rights (Do Not Sell My Personal Information) Under the CCPA, among other rights, California consumers have the right to: Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers. Request that a business delete any personal data about the consumer that a business has collected. Request that a business that sells a consumer's personal data, not sell the consumer's personal data. If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us. 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Receives Patent for Potato-Based Mycoprotein Production Turning Potato Waste into Meat? It's Now Patented Science. The Better Meat Co. just secured its sixth U.S. patent for a breakthrough fermentation process that transforms potato processing byproducts into protein-rich mycoprotein. With regulatory green lights, major supply deals, and a growing IP portfolio, The Better Meat Co. is reshaping sustainable food—one fungi-powered innovation at a time. Read article Read article March 20, 2025 Better Meat Co.'s orders force change of strategy to keep up with demand. Read article Read article August 29, 2024 The Better Meat Co. receives \$1.4m federal grant to commercialize mycoprotein Rhiza BioScience company The Better Meat Co. is scaling up production of its allergen-free mycoprotein Rhiza with the help of a recent US Department of Defense (DoD) grant, as the company prepares its next round of funding. Read article Read article August 29, 2024 US Defense Department Backs The Better Meat Co. with \$1.4M for Advanced Biotech Development The Better Meat Co. has been awarded a \$1.4 million grant from the United States Department of Defense (DoD) as part of the Distributed Biomanufacturing Program (DBIMP). This funding will support the company's production of its proprietary mycoprotein ingredient. Rhiza. Read article Read article July 11, 2024 The Better Meat Co. receives GRAS no questions letter from FDA for Rhiza mycoprotein The Better Meat Co.'s Rhiza mycoprotein receives FDA GRAS status and USDA approval as a meat enhancer. This pioneering mycoprotein, rich in protein and fiber with low fat and calories, offers improved cooking yields and texture. Read article Read article June 26, 2024 The Prof G Show - This Animal Rights Activist is Changing the Meat Industry Ed Elson speaks with Paul Shapiro, co-founder and CEO of The Better Meat Co.. 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Hosts 'Night Under the Fermenters' Dinner to Showcase Mycelium Bacon, Chicken and Foie Gras Mycelium innovator The Better Meat Co. reveals it recently hosted "Night Under the Fermenters" – a special dinner to showcase the versatility of its Rhiza mycoprotein ingredient. Featuring 10 different courses, the fine dining experience offered guests a "taste of the future" with mycoprotein-based bacon, chicken, turkey, foie gras, caviar and even baked desserts. Read article Read article March 9, 2023 Concern for animals drives Better Meat Co. CEO Paul Shapiro Paul Shapiro, CEO of The Better Meat Co., is a 2023 Most Admired CEO honoree. Read article Read article March 3, 2023 The Better Meat Co. Joins Invest Green as Newest Member For Member companies, Invest Green's innovative media and research platform provides a highly credible, third-party forum through which to "tell their green stories" to investors. Equally importantly, it also gives the companies the ability to connect with, learn from, and explore commercial opportunities with other Members. Read article Read article February 4, 2023 The 9 Most Incredible Brands Disrupting Steak with Plants (North America) Using a unique strain of Rhiza mycoprotein, Better Meat says it is able to naturally replicate the texture and flavor of virtually any meat-based product. Along with sliced turkey, hot dogs, and foie gras, the company has hinted it is working on animal-free steak. Read article Read article February 2, 2023 West Sacramento's Better Meat Co. stakes claim in alternative meat industry | Focus on West Sacramento The alternative meat company announced a joint development agreement with Greenleaf Foods, SFC, in December 2022, which is the owner of leading plant-based food brands Lightlife and Field Roast. This new partnership comes roughly a year after Shapiro's company partnered with Perdue Farms and Hormel Foods. Read article Read article December 20, 2022 The Better Meat Co. to Advance Alternative Protein Innovation with Greenleaf Foods, SFC The two organizations will work together to explore the next generation of alternative protein innovation using The Better Meat Co.'s state-of-the-art Rhiza mycoprotein ingredient. Read article Read article October 25, 2022 The Better Meat Co. patents mycelium it says 'does an even better job of mimicking' meat Read article Read article September 3, 2022 The Better Meat Co. Showcases Mycelium Foie Gras and Turkey at LinkedIn Headquarters Vegconomist takes a look at the mycoprotein turkey slices and fungi foie gras from The Better Meat Co. Read article Read article September 2, 2022 The Only Legal Foie Gras in California Hits the Menu at LinkedIn HQ VegNews magazine features The Better Meat Co.'s product launch at the LinkedIn corporate HQ. 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Is Turning Tiny Organisms Into Plant-Based Meat Today's plant-based food companies are clear on the fact that they'll need to win over flexitarians to succeed rather than just appealing to the tiny percentage of the population that's already vegetarian or vegan. Perhaps no company understands that reality better than The Better Meat Co. Read article Read article June 8, 2021 Better Meat Co. opens West Sac production facility for new product line The Better Meat Co. is celebrating the grand opening of its renovated research lab and headquarters, which includes a production facility for the next generation of the company's plant-based meat additives. Read article Read article June 8, 2021 The Better Meat Co. unveils mycoprotein fermentation line During the past three years, the company has been secretly developing a 13,000-square-foot plant where it can produce thousands of pounds each month of the meat substitute protein. Read article Read article June 8, 2021 Better Meat Co. 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