

## **SUBMISSION RE APPLICATION A1186**

### **Soy Leghemoglobin in Meat Analogue Products**

**From Sir Peter Jackson and Dame Fran Walsh**

Many thanks for allowing submissions on application A1186 – Soy Leghemoglobin in Meat Analogue Products. We agree with FSANZ's view that Impossible Foods has provided sufficient data to support the stability of soy leghemoglobin in the food matrix.

We have known Pat Brown for several years and over that time, we have discussed the significant environmental benefits of eating a plant-based diet. New Zealand has an opportunity to embrace more plant-based products to improve its environmental credentials. By approving application A1186, there is an opportunity to encourage increasing competition and innovation in the New Zealand food sector around plant-based foods. This will lead to an increase in cropping replacing animal agriculture and a subsequent reduction in some of the pressing environmental issues created by farming. These benefits are well-established.

There have been numerous articles in the New Zealand and Australian popular press about the increasing percentage of people trying vegetarian and vegan diets and the rise of flexitarians. In 2019, search term data from Google revealed that, per head of population, Australians are the first and Kiwis are the third most interested in the world to find out about veganism. There has also been significant interest in the Impossible Foods burger pattie, which is an outstanding meat analogue. Approving application A1186 will give New Zealanders and Australians the choice to purchase the Impossible Foods product. We both, wholeheartedly support choice in the market for consumers and retailers.

FSANZ's risk and technical assessment concluded that soy leghemoglobin is safe for human consumption at the level in the Impossible Foods product. This view is consistent with the FDA in the United States, the Singapore Food Agency and most recently (January 2020) Health Canada confirmed approval for Impossible Foods to sell meat patties in Canada. In its submission, Impossible Foods has provided a raft of evidence showing that soy leghemoglobin is safe for human consumption. In addition to the independent scientific evidence and testing, Impossible Foods has been in the market for over 3 years with over a million servings across three countries with no issues.

We both support Impossible Food's application and look forward to seeing the Impossible Foods products in the market in New Zealand and Australia.

Kind Regards,

Peter Jackson and Fran Walsh