



**BEYOND
MEAT®**

1325 E El Segundo Blvd.
El Segundo, CA 90245

December 20, 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 appreciated the opportunity to testify on behalf of Beyond Meat at the Committee's public hearing on December 6, 2021. During the hearing, I was asked to take a few questions on notice. The below and attached responds to those requests.

1. Provide a sample Australian label for all products currently sold in Australia and what the label says about ingredient sourcing.

I have provided labels as a separate attachment. All Beyond Meat products qualify for the origin statement "Made in United States of America from Imported ingredients."

2. Provide information on the European Union's recent consideration of plant-based meat naming.

In Europe, the Agriculture Committee of the European Parliament proposed in May 2019 to reserve the use of "meat" and meat-related terms and names for products that are manufactured from the edible parts of animals. In October 2020, the European Parliament rejected the adoption of this provision. This link is to a press release from the European Parliament that summarizes that decision:

<https://www.europarl.europa.eu/news/en/press-room/20201019BKG89682/eu-farm-policy-reform-as-agreed-by-the-parliament-and-council/7/are-veggie-burgers-tofu-steaks-or-the-use-of-yogurt-pots-going-to-be-banned>

3. Confirm whether the company has made any public growth projections or targets for growth in Australia.

No, the company has not.



**BEYOND
MEAT[®]**

I appreciate you considering our input on this important issue, and would be happy to answer any further questions you might have.

Thank you,



Jessica P. O'Connell



BEYOND MEAT®

BEYOND BURGER®

PLANT-BASED
PATTIES

20G OF PLANT PROTEIN PER SERVING : NO SOY
NO GLUTEN

See nutrition information
for fat and sat. fat content



NEW
MEATIER
TASTE



2 - 1/4LB PATTIES
NET WT. 8OZ (226G)

PREVIOUSLY FROZEN
PERISHABLE: KEEP REFRIGERATED

IF PURCHASED REFRIGERATED, USE BY:
RETAILER: APPLY REFRIGERATED "USE BY" DATE

NO
GMOs

12 PLANT-BASED
MEATBALLS



BEYOND MEAT[®]

BEYOND MEATBALLS[™]

ITALIAN STYLE

PLANT-BASED
MEATBALLS

19G

OF PLANT
PROTEIN
PER SERVING

NO SOY
NO GLUTEN

SEE NUTRITION FACTS FOR FAT,
SAT. FAT AND SODIUM CONTENT



Serving Suggestion



PERISHABLE:
KEEP REFRIGERATED
NET WT. 10oz (290g)

BEST BEFORE:



BEYOND MEAT®

BEYOND SAUSAGE®

PLANT-BASED LINKS

Brat ORIGINAL

16G OF PLANT PROTEIN PER SERVING

NO SOY • NO GLUTEN



SEE NUTRITION INFORMATION
FOR FAT AND SAT. FAT CONTENT

PERISHABLE: KEEP REFRIGERATED

NET WT. 14 OZ (400 g)

BEST BY:



NET WEIGHT: 300g e

USE BY:



BEYOND MEAT®

BEYOND MINCE®

PLANT-BASED
MINCE

15 g OF PLANT
PROTEIN PER
100 g SERVING

NO SOY • NO GLUTEN • VEGAN

USE IN YOUR
FAVOURITE
RECIPES



SERVING SUGGESTION