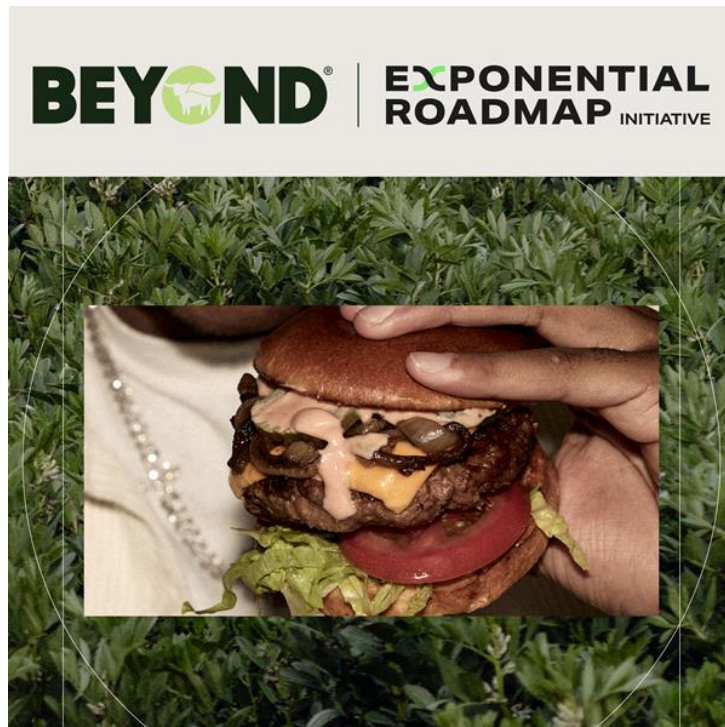


Beyond Burger and Beyond Steak Become 1st Plant-Based Meat Products to Qualify as Climate Solutions

03 April 2026 | News

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Beyond Meat, otherwise known as Beyond The Plant Protein Company, announced that its Beyond Burger IV (Beyond Burger) and Beyond Steak are the first plant-based meat products to qualify as climate solutions, based on the criteria and safeguards outlined in the Climate Solution Framework, developed by the Exponential Roadmap Initiative (ERI) in collaboration with Oxford Net Zero. A climate solution, as defined by ERI, is a product that contributes to emission reductions at a global level by producing significantly lower (at least 50 per cent less) emissions than the weighted average of current market options.

“We believe in the power of plants to fuel our bodies and to heal the planet. We are dedicated to building a more sustainable, more humane food system, and I am thrilled that ERI has recognised Beyond Burger and Beyond Steak for their role in tackling the climate crisis, which has been part of our mission since day one. Beyond Burger and Beyond Steak deliver tasty, clean plant protein, while offering a climate solution at every bite,” said Ethan Brown, Founder and CEO of Beyond Meat.

The production and consumption of a climate solution aligns with the global 1.5°C ambition, and when established market options are replaced, its adoption accelerates progress towards a net-zero economy. The climate solution qualification of the

Beyond Burger and Beyond Steak is the result of an assessment conducted by ERI, a collaborative climate program that unites companies to halve emissions and scale solutions by 2030, while raising business results. ERI is also an accredited partner of the United Nations' High-Level Climate Champions' Race to Zero.

"We are thrilled to recognise pioneering products such as Beyond Burger and Beyond Steak that support the global transition toward a net-zero economy. We created the climate solutions framework to highlight climate solutions, such as these Beyond Meat products, to remind companies that the exponential growth of such qualifying products and services is just as important as decarbonization of higher-emitting market alternatives," said Johan Falk, CEO and co-founder, Exponential Roadmap Initiative.