

Building a More Sustainable & Resilient Food System.

Impact Foods, founded in 2020 by Kelly Pan and Stephanie Claudino, is based in San Francisco, CA. The team combines their shared passion for food innovation and ocean sustainability by creating solutions for a better food system, starting with seafood. Ocean Exchange welcomed them to the stage as a finalist in 2023.

The team believes that climate change and overfishing are decimating our oceans. By combining their knowledge of food science, molecular biology they have created a tasty, healthy, plant-based seafood.

In 2025, the team launched a partnership with [Just Poke](#), serving their plant-based tuna across 30 locations in the Seattle area. Starting a new path forward in Japan, they completed a manufacturing pilot in Osaka and advanced towards a 2026 e-commerce commercialization with [Oisix ra Daichi](#).



2025 also launched their Rose Lychee Protein Drink. Using their existing pea protein inventory they started a new channel for R&D and revenue.

Kelly Pan was featured in 2026 Forbes [30 Under 30 Social Impact](#).

#Forbes30Under30

Winning Formula: “Stay passionate and resilient in pursuing your vision — the journey is hard, but the impact is worth it.” - Kelly Pan

Discover more about their mission and technology: <https://impact.food/>

#ImpactFood, #SustainableSeafood, #VeganSeafood, #MadeFromPlants, #OceanExchange