

**“2018 Trend of the Year:
Plant-Based Foods Go Mainstream”**

— Baum + Whitman

**“The steady growth of the plant-based
foods industry shows that consumers
continue to shift away from animal
products towards plant-based options.”**

— Food Industry Executive, 2017

**“Plant-based was the buzz word on the
floor at the industry’s Natural Products
Expo East show in September.”**

— Mergemarket, 2017, in Forbes.com



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RESTAURANTS: Consultation and marketing
making it easy to offer plant-based options.
FOOD ENTHUSIASTS: Dining Guides and more.



**Enjoying
Plant-Based
Vegan-Friendly
Food Choices**



Plant-Based versus Animal-Based Meats, Dairy, and Protein



Animal-Based

Farmed animals eat plants, which are digested then restructured into flesh and milk.

Plant-Based

Plant ingredients are blended then restructured into plant-based products which provide the same, similar, or sometimes better taste, texture, and culinary experiences that people enjoy when eating animal-sourced foods.

Protein

An abundance of all proteins needed are found among the plant-food groups of vegetables, fruits, legumes, whole grains, nuts, and seeds, although the greatest concentrations of proteins are found in legumes, nuts, and seeds.

What

Plant-based foods include vegetables, fruits, legumes, beans, grains, nuts, and seeds. No animal, fowl, or fish products are used, including no dairy, eggs, or honey. Numerous plant-based meats and dairy foods are now abundantly available. Did you know there are at least 20,000 edible plants in the world?

Who

People from all walks of life, various ethnicities, and various cultures are choosing a plant-based diet. Many world-class athletes and bodybuilders have adapted a whole-food, plant-based diet and find they excel in their sport, with quicker recovery times.

Why

HEALTH: Every major health organization supports a whole-food, plant-based diet as healthy, for every phase of life. Plant-based nutrition is supported by every major health and nutrition organization. (eatright.org)

ENVIRONMENT: Animal agriculture contributes vast amounts of environmental destruction of land, air, and sea. (cspinet.org)

RESOURCES: Plant foods, vs. animal foods, use exponentially less water, land, and other resources to grow, harvest, and distribute. (cspinet.org)

COMPASSION: Caring about the ultimate welfare of animals and all species. commodified for human use. (farmsanctuary.org)

FOOD SECURITY: Feeding growing populations becomes challenging as resources become over-extended. 1,000 calories of meat can use over 7,000 calories of plant-based foods. (awfw.org)

Where

Everywhere! More and more restaurants are including unique vegan choices and are offering vegan options for regular menu items. Patrons enjoy having the choice of ordering plant-based foods for culinary pleasure, variety, and health benefits.



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