"There has been phenomenal growth in the number of people who are preferring a plant-based diet." – BusinessWire.com, a Berkshire Hathaway Company, March 2021

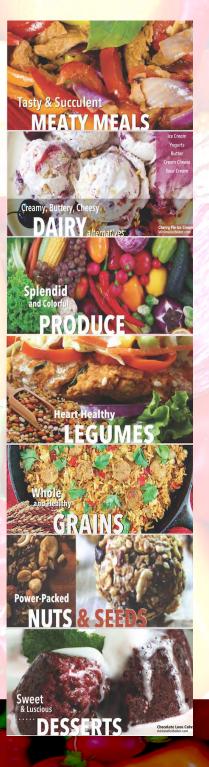
"Veganism is the most common diet for sustainable eating." Tastewise • F&B Sustainability Trends, 2020

"2018 Trend of the Year: Plant-Based Foods Go Mainstream" — Baum + Whitman 2018

"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



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Enjoying Plant-Sourced Vegan-Friendly Food Choices



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## Embracing Plant-Sourced Foods

Plant-based foods include vegetables, fruits, berries, legumes, beans, grains, nuts, and seeds. An abundance and wide variety of these foods including plant-sourced meats and dairy – are available in grocery stores. Did you know there are at least 20,000 varieties of edible plants? (Plants for a Future: pfat.org)

People from all walks of life, various ethnicities, and various cultures are thriving on a plant-based diet, where possible. 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 (greatveganathletes.com).

HEALTH: Every major health/nutrition organization supports a whole-food, entirely plant-based/vegan diet as healthy for <u>every</u> phase of life (eatright.org and pcrm.org).

ENVIRONMENT: Animal agriculture contributes vast amounts of environmental destruction of land, air, and sea (fao.org), and is a leading cause of species extinction and ocean dead zones *(sciencemag.org).* 

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

COMPASSION: Caring about the ultimate welfare of animals and respecting the lives of all species, especially those commodified for use (farmsanctuary.org).

FOOD SECURITY: Feeding growing populations becomes challenging as resources become over-extended. For example, 1,000 calories of meat can require over 7,000 calories of plant food fed to animals (awfw.org).

WILDLIFE CONSERVATION: "Animal agriculture industries continue to take over the Earth's landmass, destroying species -rich habitats. A frightening one acre of land is cleared every second" (worldanimatfoundation.com).

Everywhere! We continue to see more and more plant-based/vegan foods served at all kinds of food establishments, stores, and events.

# Plant-Based us. Animal-Based Meats and Protein



#### bess8-lsminA

Farmed animals eat plants, which are digested then restructured to make their flesh meat, which is muscle.

## Plant-Based

Plant ingredients are blended then restructured into plant-based meats and dairy, which provide the same, similar, or sometimes better taste, texture, nutrition, 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.

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