

**“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



[www.BotaniCuisine.com](http://www.BotaniCuisine.com)

[www.WildHeartBistro.com](http://www.WildHeartBistro.com)



# 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: pfaf.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 every phase of life (*eatright.org and pcm.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 (*csplanet.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” (*worldanimalfoundation.com*).

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

## What

## Who

## Why

## Where

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



**Animal-Based**  
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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View “Enjoying Plant-Sourced Foods” at Botanicuisine.com for complete website links to the above cited sources.