

Food Industry Trends

"Plant-based was the buzz word on the floor at the industry's Natural Products Expo East show."¹

"Non-dairy products underwent a 20% growth spurt, worth \$700 million - including cheese, yogurt (56% increase), and ice cream."¹

"39% of consumers are trying to reduce their meat intake, with the top motivator being overall health. (Plant and Cellular Foodscape 2017). Also on the list is circumnavigating the environmental impact."¹

"Miyoko's Kitchen, producer of artisanal cheeses crafted from nuts, accepted a \$6 million investment from JMK Consumer Growth Partners in February 2017."¹

"The growing ranks of novel protein sources and potential replacements appeal to the everyday consumer."²

"[Plant-based protein sources indicate] a profoundly changed marketplace in which what was formerly 'alternative' could take over mainstream."²

"Here's a mega-trend that finds restaurants way behind the curve: The profound consumer shift to plant-based foods."³

"35% of Americans get the majority of their protein from sources other than red meat."³

"83% of U.S. consumers add plant-based foods to their diets to improve health and nutrition."³

"Wal-Mart is pleading with its suppliers to ramp up plant-based product development."³

"U.S. Plant Based Foods Industry Tops \$5 Billion in Annual Sales (Excluding Whole Foods Market data)."⁴

"Cheese alternatives are the fastest growing category, with 31.4 percent growth in the natural channel over the past year [2016]."⁴

"The steady growth of the plant-based foods industry shows that consumers continue to shift away from animal products towards plant-based options."⁴

¹ forbes.com/sites/mergermarket/2017/11/01/fake-meat-non-dairy-draw-hungry-investors/#6afbc712056

² meatpoultry.com/articles/news_home/Trends/2015/10/When_alternative_becomes_mains.aspx?ID={E7BD8F44-C1DE-49F3-AC54-995F44A18940}

³ baumwhiteman.com/PLANT%20BASED%20COPY.pdf

⁴ <http://foodindustryexecutive.com/2017/03/u-s-plant-based-foods-industry-tops-5-billion-annual-sales>

