

Plant-Forward Perspectives

“People’s value systems are influencing how they’re thinking about and how they engage with food. That’s why you’re seeing a lot of a plant-based food.”

– *Nation’s Restaurant News, Oct. 18, 2019*

“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*



Enjoying Plant-Sourced Vegan-Friendly Food Choices



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Plant- vs. Animal-Sourced Meats and Protein



Animal-Sourced Meats

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

Plant-Sourced Meats

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 in Plants

An abundance of all proteins needed are found among all plant foods: most vegetables, some fruits, legumes, whole grains, nuts, and seeds, although the greatest concentrations of proteins are found in legumes, nuts, and seeds.

Resources

Documentaries in Streaming Services:

What the Health, The Game Changers, Forks Over Knives, The Need to Grow, Cowspiracy, Seaspiracy, Diet for a New America (YouTube), HOPE: What You Eat Matters (YouTube).

Websites:

- drmiltonmillsplantbasednation.com (Dr. Milton Mills)
- nutritionfacts.org (Dr. Michael Greger)

What

Who

Why

Where

Embracing Plant-Sourced Foods

Plant-based foods include vegetables, greens, 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 thrive on a plant-sourced 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 (*greatveganathletes.com*).



HEALTH: Every major health/nutrition organization supports a well-balanced, whole-food, entirely plant-based/vegan diet as healthiest for every 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 continues to take over the Earth, 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 in all kinds of venues.

