

# Industry Trends: Forbes.com

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

<https://www.forbes.com/sites/mergermarket/2017/11/01/fake-meat-non-dairy-draw-hungry-investors/#6afbcb712056>  
In Forbes.com by Mergermarket. Nov. 1, 2017

**“Non-dairy products underwent a 20% growth spurt, [now] worth \$700 million. (Datassential, 2017)**

**“Including cheese, yogurt (56% increase), and ice cream.”**

**“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** of slaughtering cattle.”

**“Miyoko’s Kitchen, producer of artisanal cheeses crafted from nuts,**

**accepted a \$6 million investment from JMK Consumer Growth Partners in February 2017.”**

