



# Growth in Plant-Based Eating Means Opportunity for Food Companies

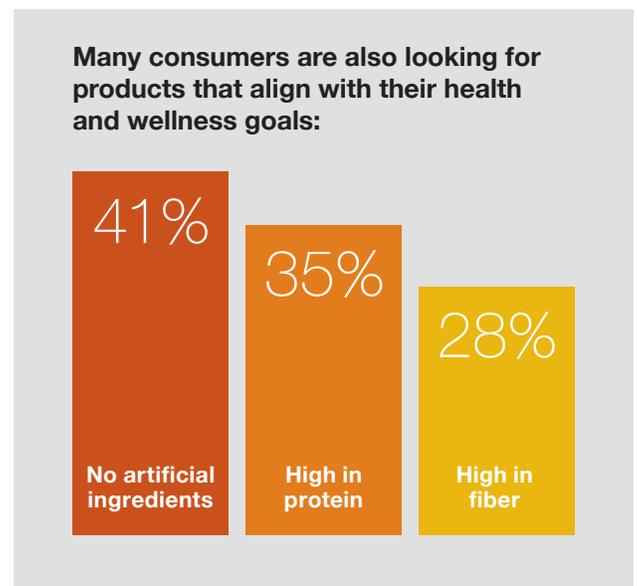
# There's no doubt that plant-based foods are in demand.

Consumers worldwide are choosing to include more fruit, vegetables, grains and other plant-based foods into their diets. This “flexitarian diet” spells opportunity for food manufacturers as consumers may look to boost their protein intake with plant-based options.

## Taste is king

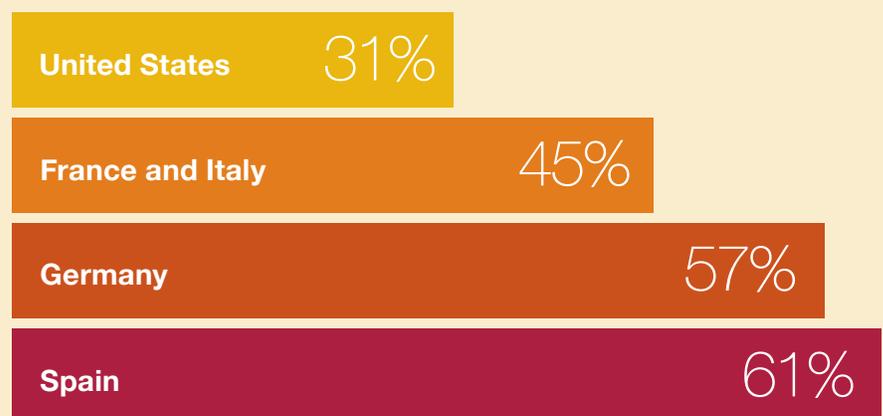
While health benefits are on consumers’ minds — 46 percent of Americans believe that plant-based proteins are healthier than animal-based options — data show that taste is the top reason U.S. consumers are choosing plant-based proteins.<sup>3</sup>

- 50% Increase in vegetable intake by consumers under the age of 40<sup>1</sup>
- 34% Canadian meat-eaters who are trying to moderate the amount of meat they eat due to health concerns<sup>2</sup>
- 33% U.S. consumers who plan to buy more plant-based foods in the coming year<sup>2</sup>
- 17% Expected increase in China’s vegan market from 2015-2020<sup>2</sup>



## Meatless Monday is catching on

Percent of people in each country who have meat-free days<sup>2</sup>



## Cargill's plant-based proteins can help you meet consumer demand

Soy flour, textured soy flour, pea protein and protein systems can help you boost protein content in baked goods, snacks and cereals, and can also serve as meat substitutes.

## Protein-packed baked goods

Soy flours and pea proteins can significantly boost a product's protein content, pleasing label-conscious and protein-hungry consumers. Cargill's master bakers have developed great-tasting protein bread, muffin and biscuit prototypes with as much as 6 grams of protein per serving, as well as added fiber.

In bakery applications, Cargill's Prolia™ soy flour offers other benefits as well. This high-quality flour can help develop a good crumb structure and improve dough's elasticity, making it easier to process. Prolia soy flour can also significantly increase baked products' shelf life by reducing fat migration and water intake.

Because adding protein to product formulas can present some challenges (such as increasing density and inhibiting dough development), it's helpful to rely on the Cargill experts for advice. The team has done extensive testing on plant-based proteins and protein blends, and can help solve formulation issues.

## Protein claims

The amount of protein used to make a protein claim must be calculated based on the quality of the protein source. Products may be able to declare a "good source of protein" claim if they contain 10 to 19 percent of the Daily Reference Value (DRV) for protein. An "excellent source of protein" claim may be used for products that contain 20 percent or more of the protein DRV. Some plant proteins may be lacking in one or more of the essential amino acids needed, and are categorized as "incomplete" protein sources. In those cases, formulators can blend complementary proteins to create a "complete" protein source.



### SOURCES:

- <sup>1</sup> NPD Group, "A Generational Study: The Evolution of Eating." November, 2016.
- <sup>2</sup> Mintel, "Summer Food and Drink Trends." 2018.
- <sup>3</sup> Mintel, "The Protein Report: Meat Alternatives U.S." 2017

**Claims:** *The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.*