



Pass the plants, please:

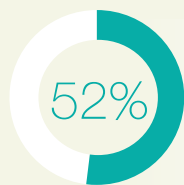
More consumers are choosing
plant-based proteins

Protein has always been part of a well-balanced diet, but the sources of this macronutrient are changing, led by many consumers' interest in health, sustainability or animal welfare.¹

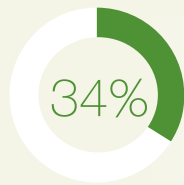
For today's shoppers, both animal- and plant-based proteins deserve a place in their shopping carts.



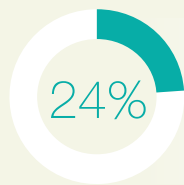
of consumers believe that plant-based foods are healthy.²



eat animal-based protein daily.³



eat plant-based protein daily.³



consume more plant-based protein than they did 12 months ago.³

According to Innova Market Insights, plant-based product claims increased by 62% globally between 2013 and 2017, with plant-based proteins driving this growth.¹

Plant-based proteins are a mainstream option

While interest in leading a vegan or vegetarian lifestyle is influencing growth, most consumers who eat plant-based protein products also eat animal-based protein products. Younger consumers especially don't view plant-based proteins as an "alternative" protein or a replacement for meat. In this "flexitarian" lifestyle, consumers choose their protein source based on mood or interest. Some may consciously cut back on animal-based proteins in their diets, but still choose meat when the occasion is right. Rather than eliminating animal-based proteins, some consumers aspire to eat better meat, but less often and in smaller quantities.

Plant-based proteins meet consumer demands

Protein is still a top consumer trend, with 55% of U.S. households claiming that a product's protein content is an important consideration when grocery shopping.⁴ Plant-based proteins can offer additional benefits.

Sustainability

For many consumers, eating fewer animal-based products aligns with their desire to live a more environmentally conscious lifestyle. Nearly three out of four U.S. consumers say they make food purchase decisions based upon concerns for environmental and social well-being.⁵

Convenience

Many consumers consider plant-based proteins convenient and easy to use. Some plant-based protein products feature a longer shelf life and a simpler preparation than traditional meat choices.

Flexibility

Plant-based, protein-packed nutrition bars, beverages and chips satisfy consumers' emerging interest in having protein throughout the day.⁶

Cargill's plant-based proteins



Soy flours and textured soy products can help formulators develop appealing plant-based protein products, including baked goods, snacks and cereals. These ingredients can help boost a product's protein content, pleasing label-conscious buyers. They may also function as meat substitutes.

Pea protein, a non-GMO* functional protein, is now being used in a wide variety of plant-based products, including bars, cereals, convenience foods and snacks.

Incorporating plant-based proteins into product formulas may present some challenges, such as increasing density and affecting mouthfeel. Cargill's technical team has expertise with plant-based proteins and protein blends that can help solve formulation challenges.

SOURCES:

¹ Innova Market Insights. 2018. "62% Increase in Plant-based Product Claims, Says Innova Market Insights."

² Mintel. "The Protein Report: Meat Alternatives Market Report."

³ The International Food Information Council (IFIC) Foundation's 2019 Food and Health Survey.

⁴ Nielsen. "Protein: Consumers Want It, But Don't Understand It." 2018.

⁵ The Hartman Group. "Sustainability 2017."

⁶ The Hartman Group. "Compass Eating Occasions Database, 2013-2017. Occasions Where Protein was Sought."

* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.