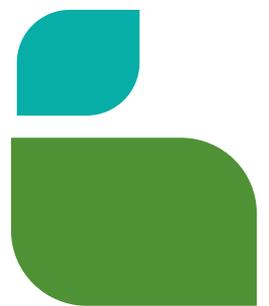
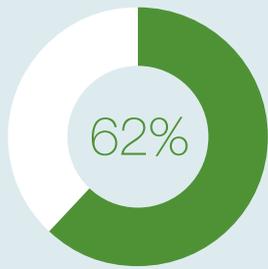


Meatless is on the menu



Plant-based proteins are gaining awareness and acceptance, propelled by interest in healthy eating, sustainability and animal welfare.



INCREASE
in plant-based product claims (2013-2017)¹



BELIEVE
plant-based foods are better for the environment²



CONSUME
plant-based protein daily²

NEW ATTITUDES & AUDIENCES



Veggie burgers

- Typically targeted at vegetarians/vegans
- Texture, taste not typically meat-like



Meatless meat

- Targeted at “flexitarians” who eat meat & alternatives
- Mimics sensory experience of eating meat

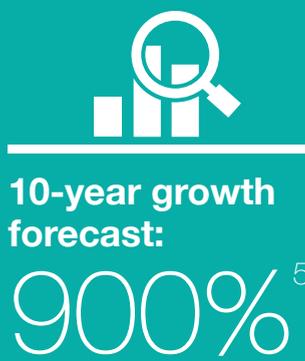
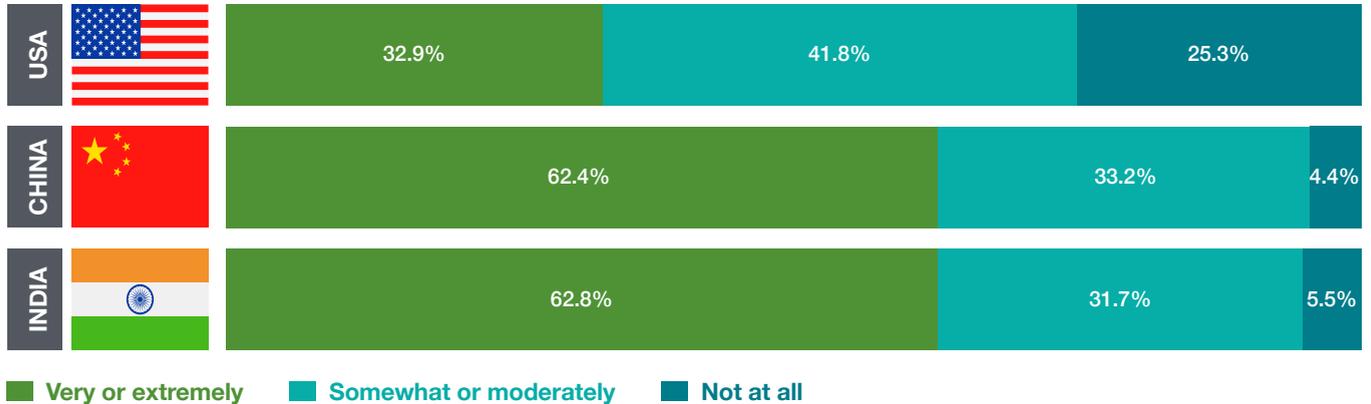
Foodservice feeds trial

When dozens of national chains added **meatless options** to their menus, restaurant sales of meat alternatives grew

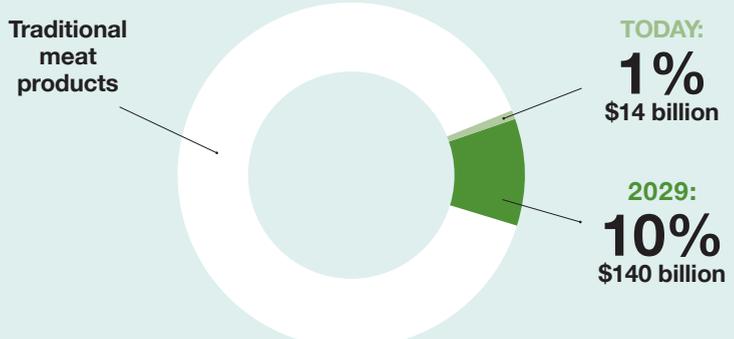
268%↑
(2018-2019)³

Global appetite, great potential⁴

How likely are you to purchase **plant-based meat**?



Alternative meat's slice of the global meat industry



Smart plant protein sources from Cargill

(Non-GMO available*)

- ✓ PEA
- ✓ SOY
- ✓ CORN

Learn more at
cargill.com/plantproteins

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

SOURCES:

¹ Innova Market Insights, 2018. “62% Increase in Plant-Based Product Claims, Says Innova Market Insights.”

² Mintel. Global Food & Drink Trends 2019.

³ Nation’s Restaurant News. “5 More Companies Tackle Plant-Based Meat Alternatives.” June 18, 2019.

⁴ Vox. “The Rise of Meatless Meat, Explained.” August 30, 2019.

⁵ Barclay’s Research. “Carving up the Alternative Meat Market.” August 19, 2019.