

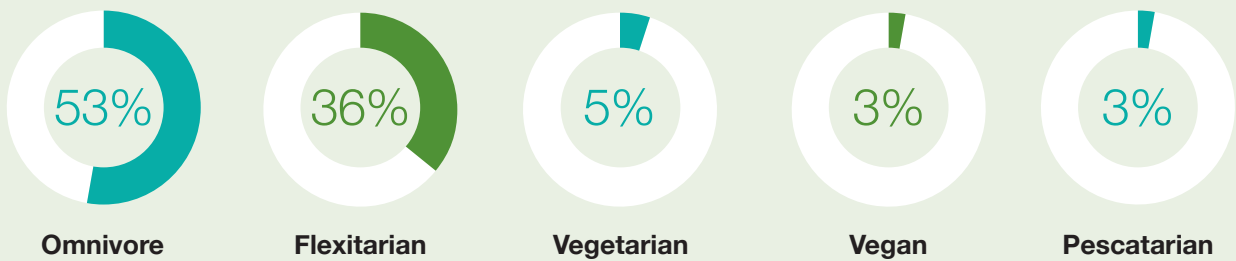
# Flex appeal



The term “flexitarian” (flexible + vegetarian) was originally coined to describe a plant-centric weight-loss plan. In recent years, the approach has gained momentum as an easy-to-follow style of eating that supports personal health and values.

## A sizeable segment

Research from Packaged Facts shows that more than one-third of Americans now describe their eating habits as flexitarian.<sup>1</sup>



## More about adding than avoiding

Flexitarian eating emphasizes increased consumption of plant-based foods...



Fruits / vegetables



Beans / legumes



Nuts / seeds grains

while accommodating animal-based foods.



Meat



Seafood

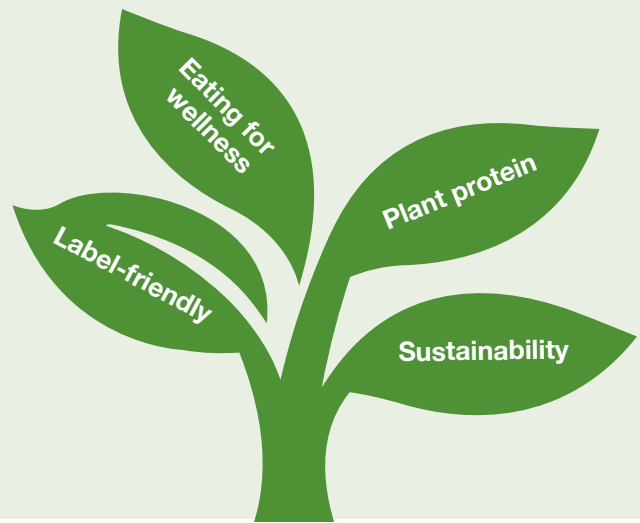


Dairy

## Timely & on-trend

A plant-focused diet aligns with several of today’s top food and beverage trends.

*Emerging evidence suggests that benefits of the flexitarian diet include improved metabolic health, lowered blood pressure and reduced risk of Type 2 diabetes.<sup>2</sup>*



## Fertile ground for innovation

+11.3% 

sales growth in plant-based products (including milk, cheese, yogurt)

compared to

+2.0% 

growth in overall food sales<sup>3</sup>

## Positioning for plant-based success

- ✓ Deliver great taste & texture
- ✓ Emphasize the positive: “plant-based, plant protein” vs. “meat-free, vegan, vegetarian”
- ✓ Promote health benefits



Cargill offers a full portfolio of ingredients for plant-based innovation, including proteins, texturizers, sweeteners and more, backed by proven formulation expertise.

Contact us to learn more: 1-800-932-0544 or [customerservice@cargill.com](mailto:customerservice@cargill.com).

<sup>1</sup> Packaged Facts. “Vegan, Vegetarian and Flexitarian Consumers.” September 2020.

<sup>2</sup> IFIC; foodinsight.org. “What is the Flexitarian Diet?” October 25, 2019.

<sup>3</sup> The Good Food Institute. “Plant-Based Market Overview.” 2019.