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.1

![Pie chart showing eating habits: 53% Omnivore, 36% Flexitarian, 5% Vegetarian, 3% Vegan, 3% Pescatarian.]

More about adding than avoiding
Flexitarian eating emphasizes increased consumption of plant-based foods while accommodating animal-based foods.

- Fruits / vegetables
- Beans / legumes
- Nuts / seeds
- Grains
- 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.2

Fertile ground for innovation
+11.3% sales growth in plant-based products (including milk, cheese, yogurt) compared to +2.0% growth in overall food sales3

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.

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