

Plant-Based Eating:

How To Make The Change

From Beyoncé and Jay-Z to Bill Clinton, plant-based eating is surging in popularity, and for good reason. In addition to being good for the environment, studies show people following plant-based diets are at reduced risk for heart disease, diabetes, obesity, and other life-threatening health conditions. Daiya Foods shows you how the plant-based trend is changing how we consume and think about food.

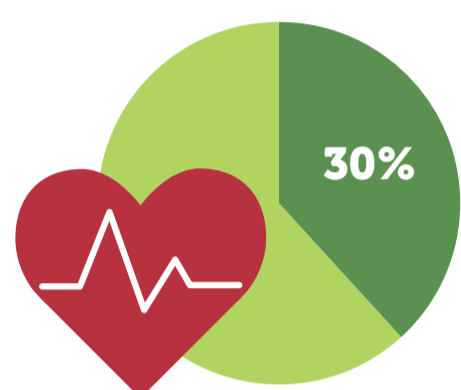
PLANT-BASED EATING ON THE RISE

PLANT-BASED DIETS IDENTIFIED AS A TOP 2016 FOOD TREND



WHAT'S DRIVING THE CHANGE?

1. IT'S GOOD FOR YOU



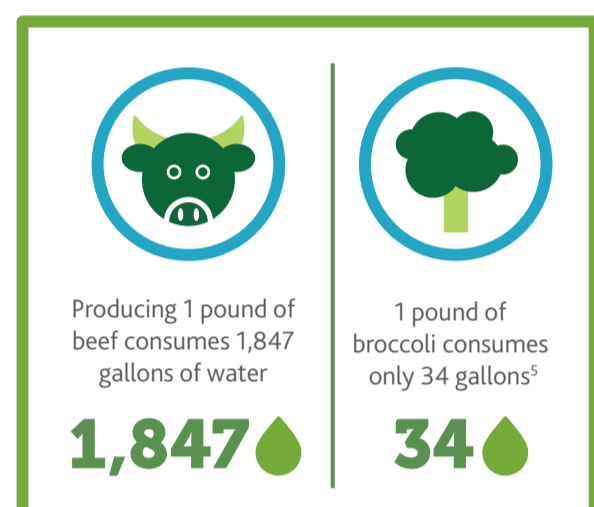
Plant-forward diets can reduce chances of high blood pressure and heart disease **BY OVER 30 PERCENT**²

People following plant-based diets have **SIGNIFICANTLY LOWER BMIS** largely because plant-based foods are rich in fiber (which is not found in animal products)³

RED MEAT IS LISTED AS A #1 CARCINOGEN ALONGSIDE TOBACCO.

+ +
Reducing red meat consumption and increasing your daily intake of fruits and vegetables can increase longevity and decrease the risk of several types of cancers⁴

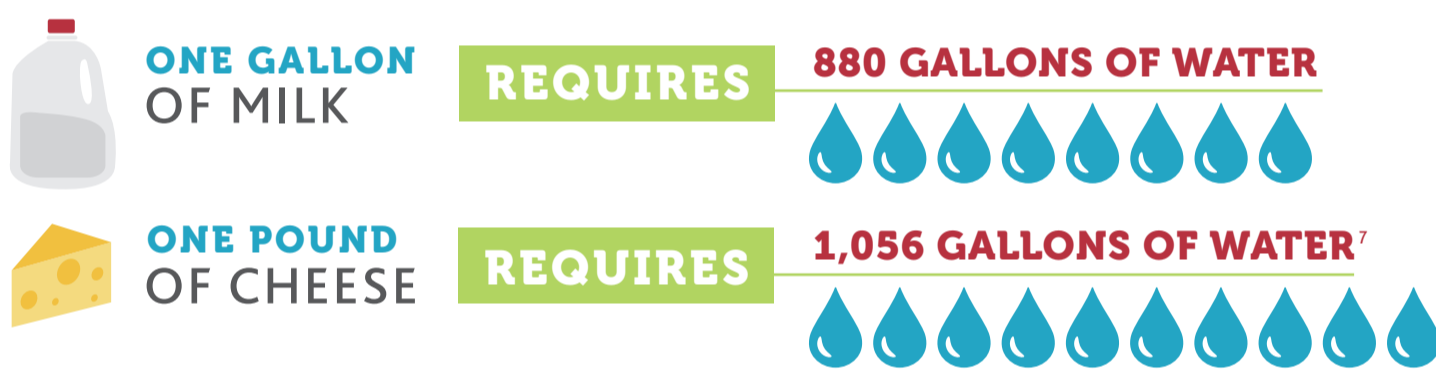
2. IT'S GOOD FOR THE PLANET



REDUCES WATER CONSUMPTION AND CARBON FOOTPRINT



If you eat one less burger a week, it's like taking your car off the road for 320 miles⁶



3. IT'S KIND TO ANIMALS

7,000 ANIMALS
Carnivores eat approximately 7,000 animals (including fish) over their lifetime⁸

MORE THAN 27 BILLION
animals are slaughtered for food every year in the U.S.⁹

EASY TIPS TO GET STARTED

1. Explore Your Grocery Store

With grocery stores stocking more plant-based options, look for "plant-ified" twists on your favorite foods, including mac 'n cheese and pizza!

2. Ditch The Dairy

Avoid consuming animal hormones, growth factors and other contaminants by cutting out dairy. Pick alternatives like coconut milk or dairy-free yogurt instead.

3. Make Simple Swaps

Start incorporating more plant-based foods into your diet by making simple swaps like opting for hummus or a dairy-free Cream Cheese on your bagel or grilling up cauliflower steaks at your next BBQ.

4. Opt for Plant-Powered Protein

Choose plant-based proteins for at least one meal a day. Ingredients like pea protein, chia, lentils, almonds and chickpeas will help you fulfill your daily protein intake goals.

FROM "HAVE TO" TO "WANT TO" EAT

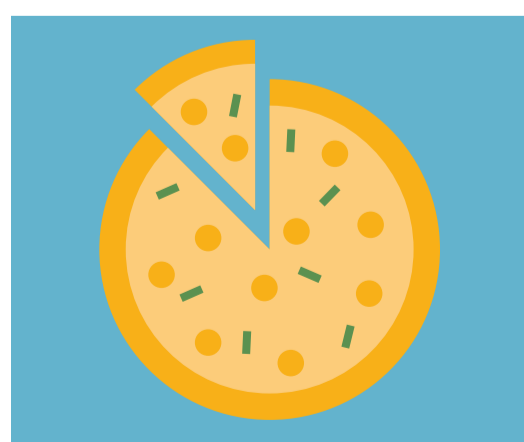
From grocery stores to fast-food chains to restaurant menus, the plant-based trend only continues to grow in popularity. Unlike restrictive diets of the past, it's what people are craving. Here are some great ways to experience it first-hand:

Fine dining



Candle79, Gracias Madre, by CHLOE, and Tal Ronnen's Crossroads are known for leading the culinary charge when it comes to plant-based cuisine

Fast food



Pieology and Z Pizza offer plant-based cheese swaps and veggie alternatives for their pizzas and salads; Chipotle, In 'n Out and Five Guys also provide plant-based menu options

Subscription meal delivery



Purple Carrot, Sakara Life, Green Chef and Sun Basket provide plant-based meal kits

1. SPINS data, published by The Plant Based Food Association
2. "Nutrition and Heart Health," study published by The Physicians Committee
3. "Weight gain over 5 years in 21,966 meat-eating, fish-eating, vegetarian, and vegan men and women in EPIC," study published by The International Journal of Obesity
4. "Q&A on the Carcinogenicity of the Consumption of Red Meat and Processed Meat," published by World Health Organization
5. "This is How Much Water It Takes To Make Your Favorite Foods," published on TheHuffingtonPost.com
6. "Reducing Your FoodPrint: 2011 Meat Eaters Guide," published on EnvironmentalWorkingGuide.com
7. "The Hidden Water We Use," published by National Geographic
8. "We Really Are a Nation of Meat Eaters: Carnivores Devour More than 7,000 Animals in Their Lifetime including 11 cows, 2,400 chickens, and 30 sheep," published on DailyMail.com
9. "Farm Animal Statistics: Slaughter Totals," published yearly by The Human Society of The United States