

THE RISE OF “PLANT-BASED” DIETS

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The Culinary Institute of America Healthy Menus R&D Collaborative

- Membership-based initiative founded in 2010 to address healthy menu R&D priorities for the volume foodservice industry
- Members include contract foodservice organizations, chain restaurants, C-stores, and leading campus dining operations
- Current working groups focus on the following five areas:
 1. **Plant-Forward Menus**
 2. Policy
 3. Process & Ingredient Purity
 4. Promotion
 5. **Protein**








"The SONIC Signature Slinger is a first-of-its-kind fast food cheeseburger, which delivers the **juicy savory deliciousness** you expect from a burger in a way that makes you feel like you're getting away with something," said **Scott Uehlein**, vice president of product innovation and development for SONIC.

"Adding mushrooms right into the burger patty amps up the **incredible flavors** of the 100-percent pure beef and seasonings you get in each bite. This burger truly raises the bar for every other restaurant."

A typical
PLANT-BASED
menu item is?

A menu item that **contains no animal products** or byproducts, instead is solely plant-based, i.e. vegan.

A typical
PLANT-FORWARD
menu item is?



Plant-forward menu items focus on plant-based ingredients *but do not necessarily exclude meats.*

“While there is scientific consensus regarding the relative importance of fossil fuel use, **anti animal-agriculture advocates portray the idea that livestock is to blame for a lion’s share of the contributions to total GHG emissions.**

If all U.S. Americans practiced Meatless Mondays, we would reduce the U.S. national GHG emissions by 0.6 percent.”

Frank Mitloehner, Ph.D., Professor and Air Quality Extension Specialist, University of California, Davis

Source: <http://www.caes.ucdavis.edu/news/articles/2016/04/livestock-and-climate-change-facts-and-fiction>



Rabobank 2018 Food & Agriculture Annual Survey

What food innovation do you think presents the biggest commercial opportunity over the next five years?

1. The Revolution is Everywhere
2. Clean Meat
3. **Plant-Based Food**
4. Food & Health
5. Customized Food
6. It's the Supply Chain, Stupid

Source: <https://research.rabobank.com/far/en/sectors/consumer-foods/talking-points.html>

*The improvement of product quality
and general consumer trends will drive
the growth [of plant-based foods]
(faster than we think).*