

THE ROLE OF
PLANT-BASED
FOODS IN
**CREATING A
SUSTAINABLE
FUTURE**

CARB WORKSHOP ON DAIRY
AND LIVESTOCK METHANE IN
CALIFORNIA

MARCH 2022



PLANT BASED FOODS
INSTITUTE



WHO WE ARE

The Plant Based Foods Institute is a non-profit organization focused on driving a plant-based food system transition through policy and business strategies.

The Plant Based Foods Association, our sister trade organization, is a member-based trade organization with the mission to champion, strengthen, and elevate our members and the plant-based foods industry. We currently represent over 350 plant-based food companies.

OUR VISION

A world where values and business interests harmonize to create a plant-based food system that respects the dignity and health of all living beings and the planet.

THE PLANT BASED SOLUTION

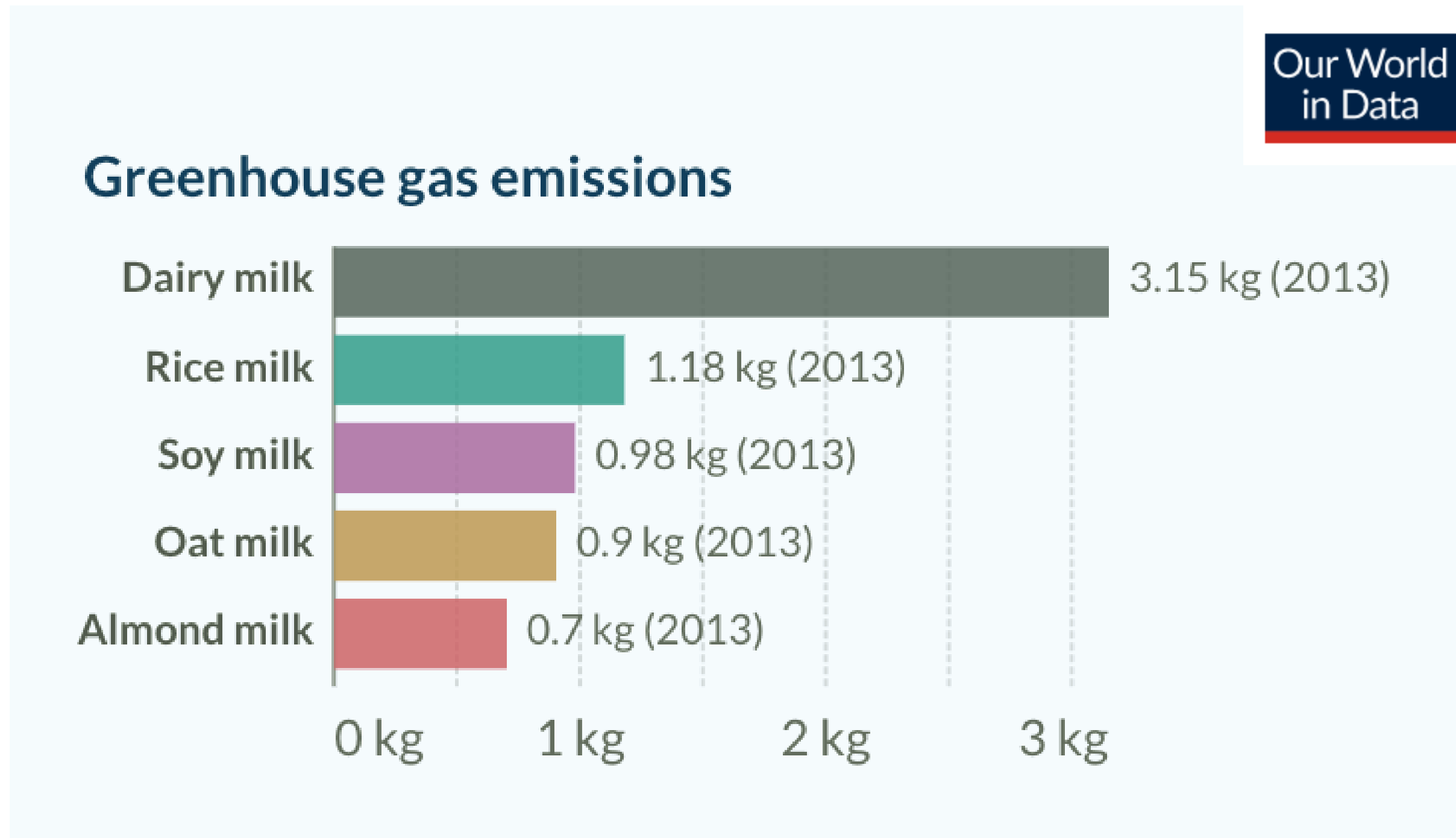


- 1 Plant-based foods have the potential to feed more people with much less negative impact on the planet, animals, and humans.
- 2 On average, producing plant-based foods requires less land, water, and carbon-producing processes.
- 3 By growing foods for human consumption directly, we can mitigate the impact on the planet and create innovative solutions to feed the world's growing population.



Global greenhouse gas emissions from animal-based foods are nearly twice that of plant-based foods.

PLANT-BASED DAIRY = SIGNIFICANT GHG REDUCTION



Source: Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers. Science. OurWorldInData.org/environmental-impacts-of-food • CC BY

LIFE CYCLE ANALYSES OF PLANT-BASED FOODS

Several PBFA members have conducted Life Cycle Analyses to illustrate the difference between their products and their animal-based counterparts.



IMPOSSIBLE™

Plant-Based Burger

Produces 89% fewer GHG emissions

- 87% less water
- 96% less land use
- Contributes 92% less aquatic pollutants



BEYOND MEAT®

Plant-Based Burger

Produces 90% fewer GHG emissions

- 99% less impact on water scarcity
- 93% less land use
- Requires 46% less energy



Violife
100% Vegan

Plant-Based Cheeses

50% lower climate impacts overall

- 30% less land use



THE ORIGINAL
OATLY!

Plant-Based Milk

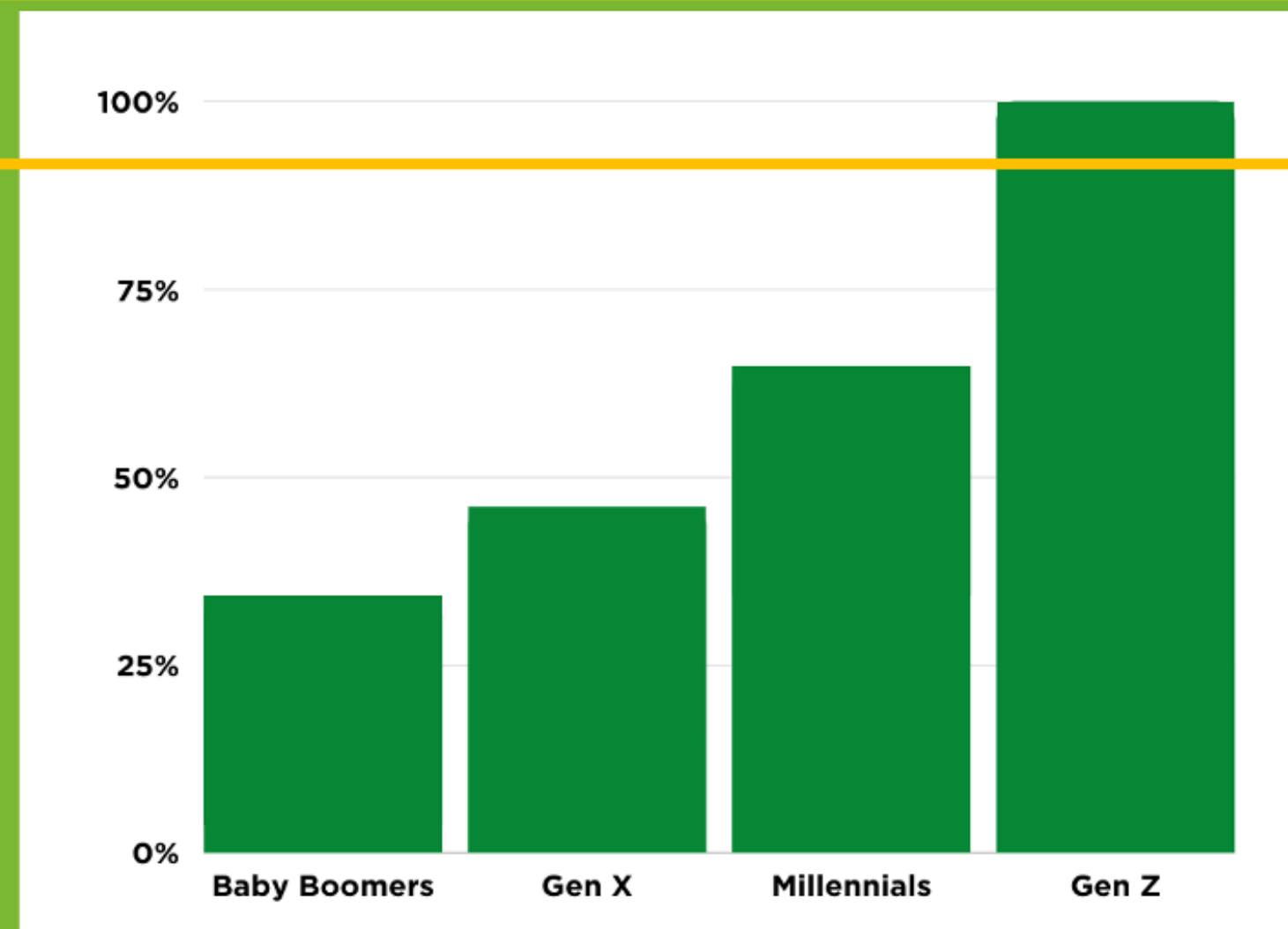
80% lower GHG emission

- 60% less energy use
- 80% less land use

ENVIRONMENTAL IMPACT OF FOODS IS A TOP DRIVER FOR GEN Z

Q: TOP THREE REASONS FOR EATING PLANT-BASED MORE OFTEN?

A: "BETTER FOR THE ENVIRONMENT"

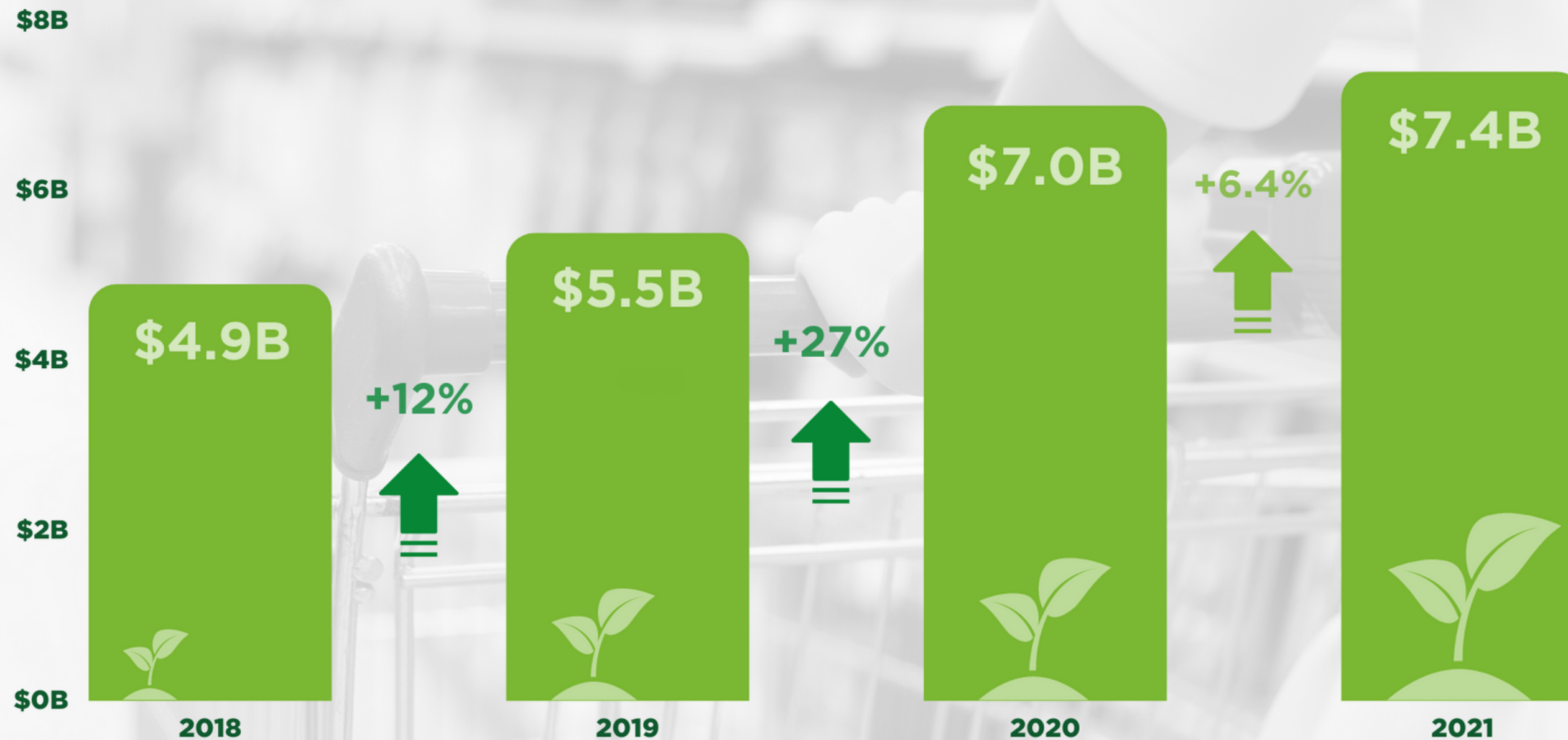


Source: "The Rise of the Flexitarian", Mattson, June 2020



ENORMOUS MARKET OPPORTUNITY FOR PLANT-BASED

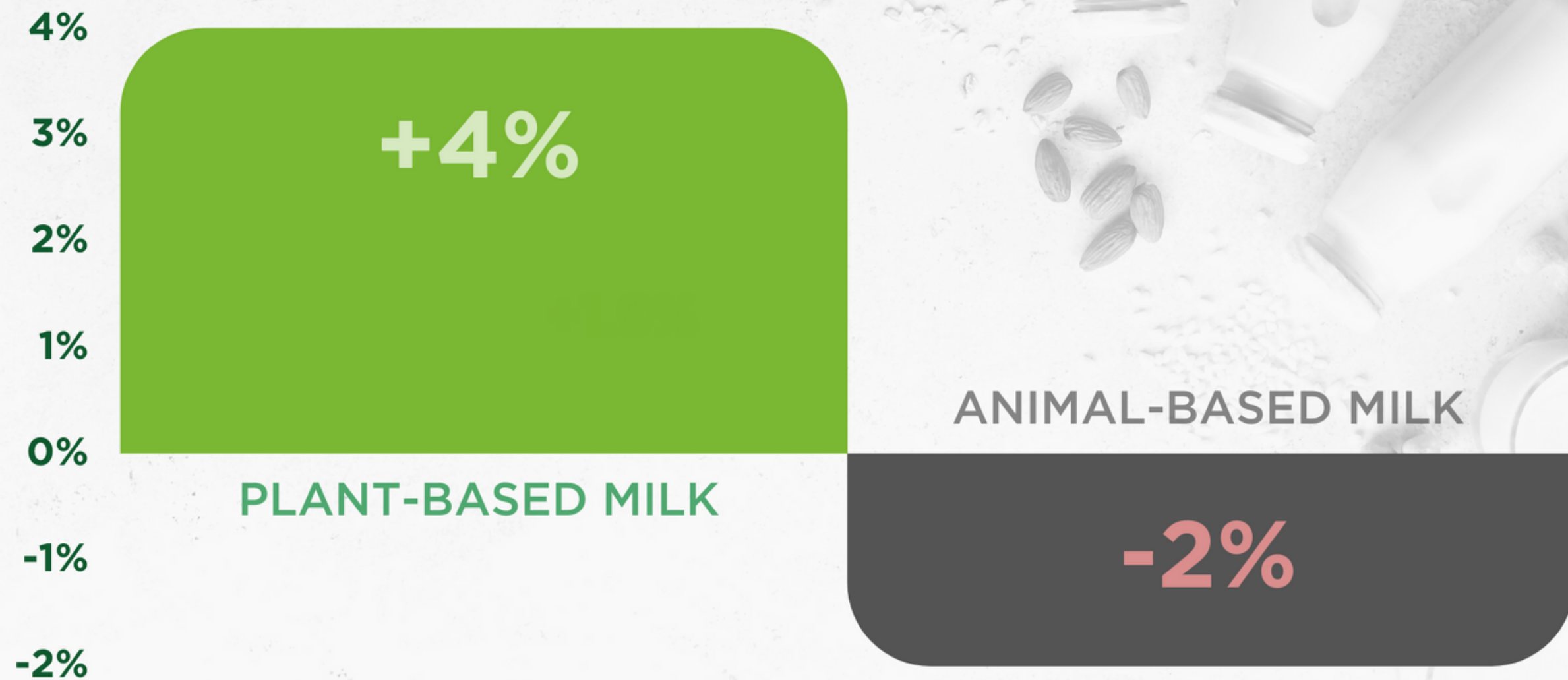
TOTAL U.S. PLANT-BASED FOOD MARKET, LAST 4 YEARS



Source: SPINS "plant-based positioned" product attribute, customized by PBFA and GFI to include private label and custom categories, 52-week, 104-week, 156-week, and 208-week periods ending December 26, 2021, from the SPINS Natural Enhanced and Conventional Multi Outlet (powered by IRI) grocery channels.

PLANT-BASED MILK IS CATEGORY'S GROWTH ENGINE

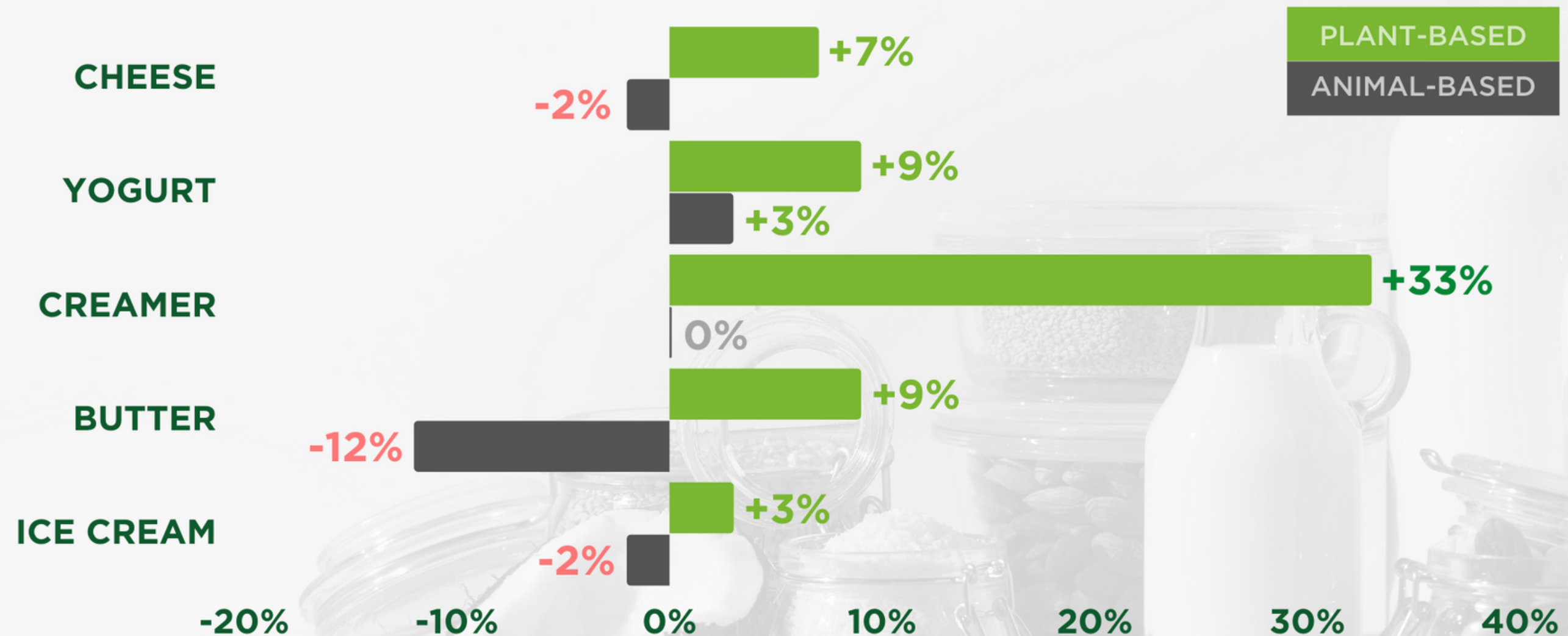
PLANT-BASED MILK VS. CONVENTIONAL MILK SALES GROWTH, 2021



Source: SPINS "plant-based positioned" product attribute, customized by PBFA and GFI to include private label and custom categories, 52-weeks ending December 26, 2021, from the SPINS Natural Enhanced and Conventional Multi Outlet (powered by IRI) grocery channels.

PLANT-BASED DAIRY CATEGORIES SHOWCASE OPPORTUNITY

PLANT-BASED DAIRY VS. ANIMAL-BASED DAIRY SALES GROWTH, 2021



Source: SPINS "plant-based positioned" product attribute, customized by PBFA and GFI to include private label and custom categories, 52-weeks ending December 26, 2021, from the SPINS Natural Enhanced and Conventional Multi Outlet (powered by IRI) grocery channels.

RECOMMENDATIONS FOR CARB

1. Consider forming a Subgroup: Fostering markets for plant-based foods
2. Reduce herd/CAFO size support shift to plant-based
3. Consider the plant-based foods industry as a partner

THANK YOU!

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