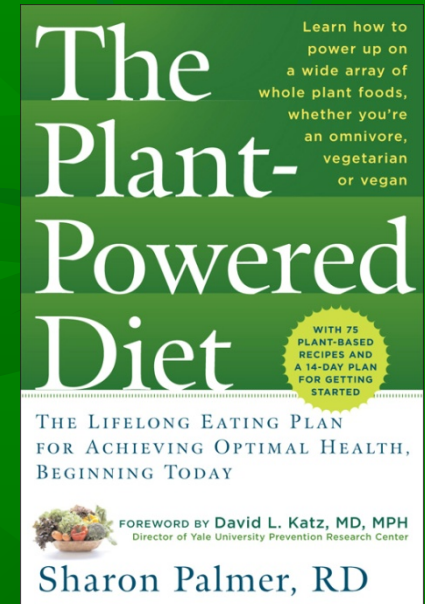


Plant-Based Eating: A New Healthful Trend on the Rise

Sharon Palmer, RD

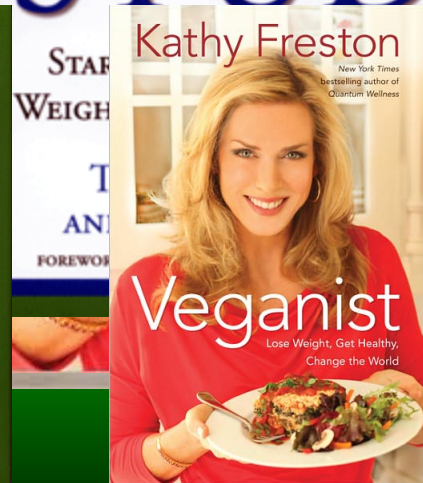
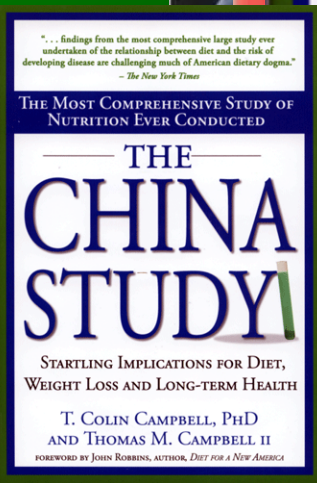
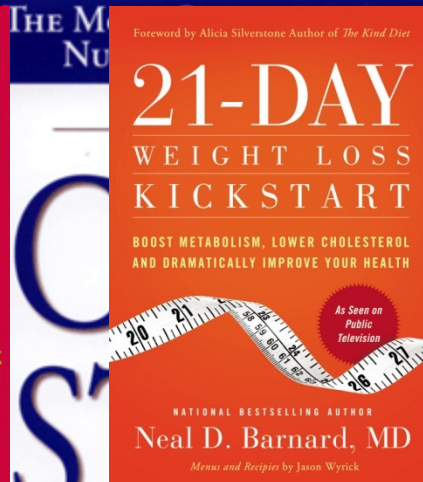
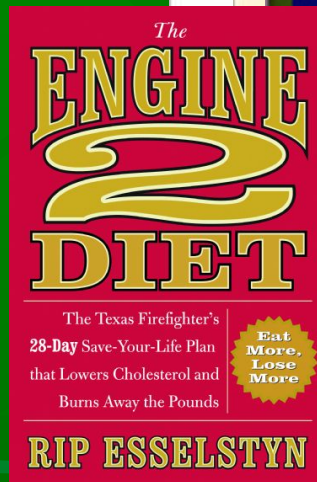
Editor, Environmental Nutrition
Author, The Plant-Powered Diet
(The Experiment, 2012)



Plant-based Eating is Everywhere

■ Popular Books

Eating



Celebrities Advocating Plant-Based Eating



Plant-Based Eating Resources Out There

Vegan Blog - The Ellen DeGeneres Show - Windows Internet Explorer

http://vegan.ellen.warnerbros.com/

Google

★ Favorites Vegan Blog - The Ellen DeGeneres Show

Page Safety Tools

BACK TO ELLENTV.COM

Going
VEGAN
WITH
ellen

Vegan Recipes 1
Check out these mouth-watering recipes that happen to be vegan, too!
[Click Here »](#)

Vegan Tips 2
Learn some tricks to making a switch as easy as vegan pie!
[Click Here »](#)

Famous Vegans 3
Check out more celebrities going vegan.
[Click Here »](#)

Vegan Recipes
Check out these mouth-watering recipes that happen to be vegan, too! [CLICK HERE ►](#)

Internet | Protected Mode: On 100%

Meatless Monday is Growing

Organizations, hospitals, schools, universities, restaurants, and more going meatless on Mondays.

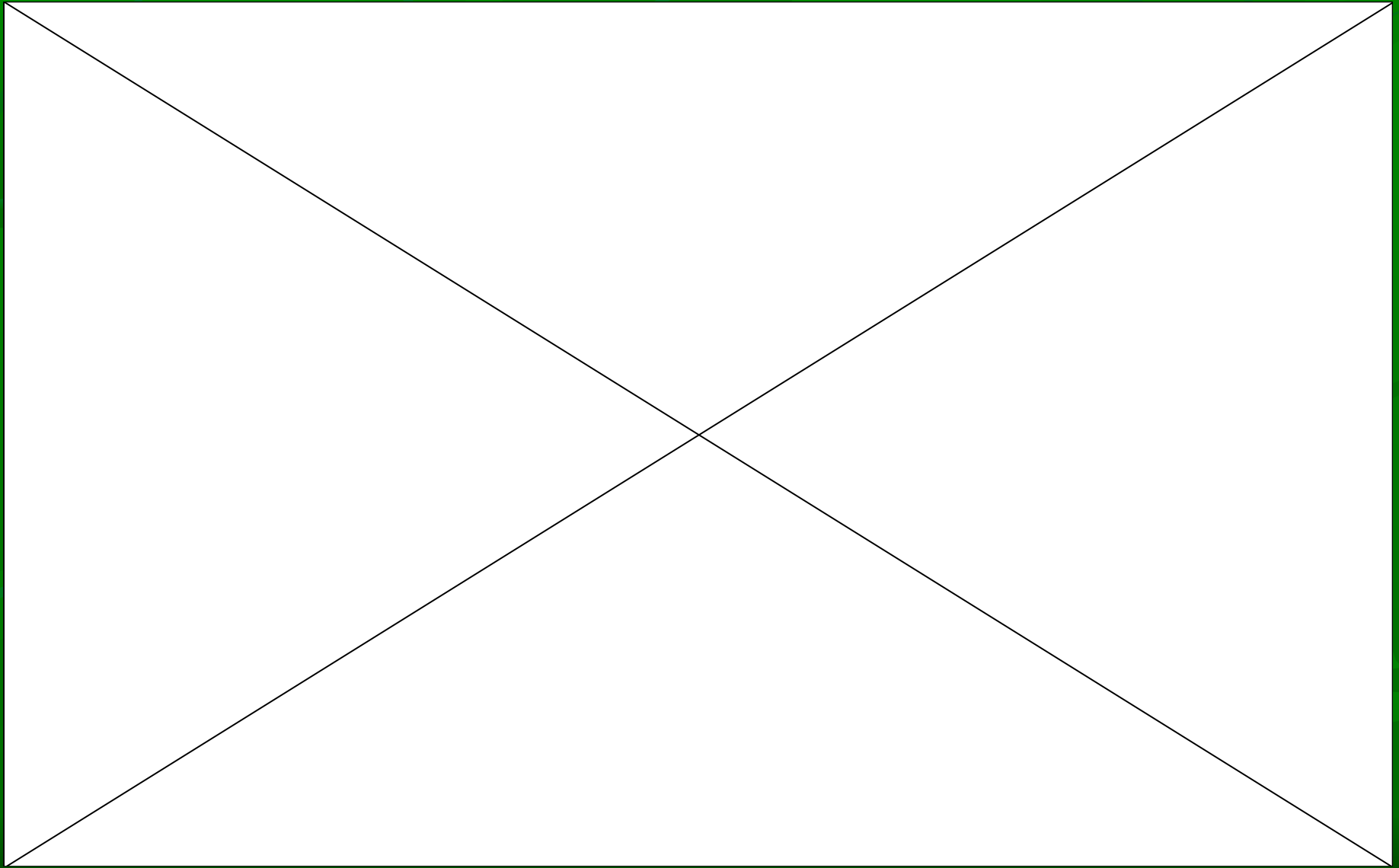
- Stars lining up to support the movement, from Oprah to James Cameron
- Key influencers, including Michael Pollan, supporting the movement.
- Even Mario Batali announced that he will embrace Meatless Monday in all of his 14 restaurants across the country.



“Even one meatless day a week – a Meatless Monday, which is what we do in my household – if everybody in America did that, that would be the equivalent of taking 20 million mid-size sedans off the road.”

– Michael Pollan

Meatless Monday



A Trend on the Rise

Many media outlets listed flexitarian, meatless and vegetarian meals as a top trend for 2012.

“More consumers in 2012 will become ‘Flexitarians,’ those that consciously reduce their meat intake for health reasons but still occasionally enjoy animal protein. One of the best evidences of this trend is the growing popularity and social media following of the nonprofit Meatless Monday initiative, developed in association with John Hopkins’ Bloomberg School of Public Health.”

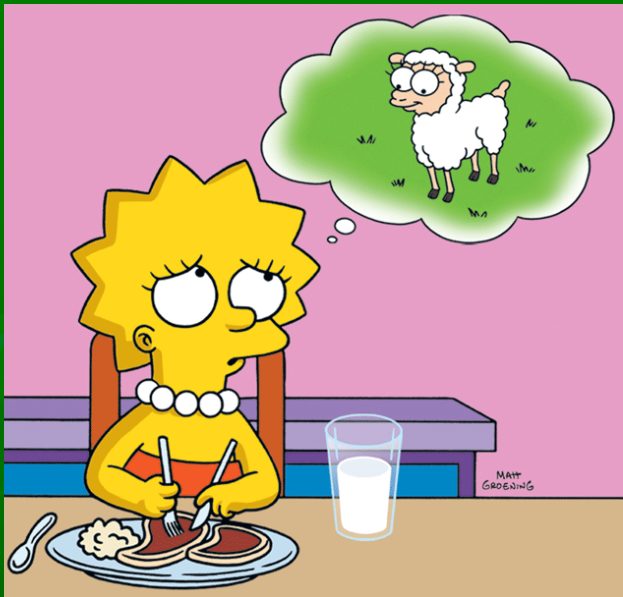
-The Wall Street Journal’s Market Watch

MarketWatch

THE WALL STREET JOURNAL
Digital Network

Plant-Based Eating is Very Individual

- Vegan
 - Vegetarian
 - Semi-Vegetarian
 - Flexitarian
- 5% Americans say, “never eat meat, fish, seafood, or poultry.” Half of these are vegans.
 - 17% Americans state, “I don’t eat meat, fish, seafood, or poultry at many of my meals, but less than half the time.”
 - 16% state, “I don’t eat these foods at more than half of their meals, but not all the time.”
 - 1/3 of country eating vegetarian meals a significant amount of the time.



Vegetarian Resource Group 2011 survey.

Plant-based Eating Health Benefits:

- **LIMIT CANCER RISK:**
Hundreds of studies suggest that diets high in fruits and vegetables may reduce cancer risk. Both red and processed meat consumption are associated with colon cancer.
- **REDUCE HEART DISEASE:**
Recent data from a Harvard University study found that replacing saturated fat-rich foods (for example, meat and full fat dairy) with foods that are rich in polyunsaturated fat (for example, vegetable oils, nuts and seeds) reduces the risk of heart disease by 19%

- **FIGHT DIABETES:**
Research suggests that higher consumption of red and processed meat increase the risk of type 2 diabetes



Plant-based Eating Health Benefits:

- **CURB OBESITY:** People on low-meat or vegetarian diets have significantly lower body weights and body mass indices. A recent study from Imperial College London also found that reducing overall meat consumption can prevent long-term weight gain.
- **LIVE LONGER:** Red and processed meat consumption is associated with modest increases in total mortality, cancer mortality and cardiovascular disease mortality.
- **IMPROVE YOUR DIET:** Consuming beans or peas results in higher intakes of fiber, protein, folate, zinc, iron and magnesium with lower intakes of saturated fat and total fat.



Plant-based Eating Environmental Benefits

- **REDUCE YOUR CARBON FOOTPRINT.** The United Nations' Food and Agriculture Organization estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that are accelerating climate change worldwide . . . far more than transportation. And annual worldwide demand for meat continues to grow. Reining in meat consumption once a week can help slow this trend.
- **MINIMIZE WATER USAGE.** The water needs of livestock are tremendous, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef. Soy tofu produced in California requires 220 gallons of water per pound.



Plant-based Eating Environmental Benefits

- **HELP REDUCE FOSSIL FUEL DEPENDENCE.**

On average, about

40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. Compare this to the 2.2 calories of fossil fuel energy needed to produce one calorie of plant-based protein. Moderating meat consumption is a great way to cut fossil fuel demand.



Enter plant-based meal replacements

Whole foods based proteins:

- Legumes (beans, lentils, and peas)
- Whole Soy Foods (tofu, tempeh, soy milk)
- Nuts and Nut Butters (almonds, walnuts, hazelnuts, pecans, pistachios, macadamias, Brazil nuts, peanuts)
- Seeds and Seed Butters (sunflower, sesame, hemp, chia, pumpkin)
- Whole grains (quinoa, wheat berries, oats, brown rice) can be good protein source (up to 11 g protein per cup)
- Vegetables, such as peas, spinach, broccoli, can contain up to 6 g protein per cup)



Prepared plant-based replacements:

- Plant-based Milk Alternatives (milks and yogurts made out of soy, sunflower, hemp, oat, almonds, rice, hazelnut, coconut, and more)
- Faux meats: Tofu burgers and hot dogs, TVP, soy meat analogues
- Frozen veggie cuisine
 - Amy's Kitchen
 - Cedarlane
 - Kashi
 - Lean Cuisine Veggie Cuisine
 - Moo Moo's Vegetarian Cuisine



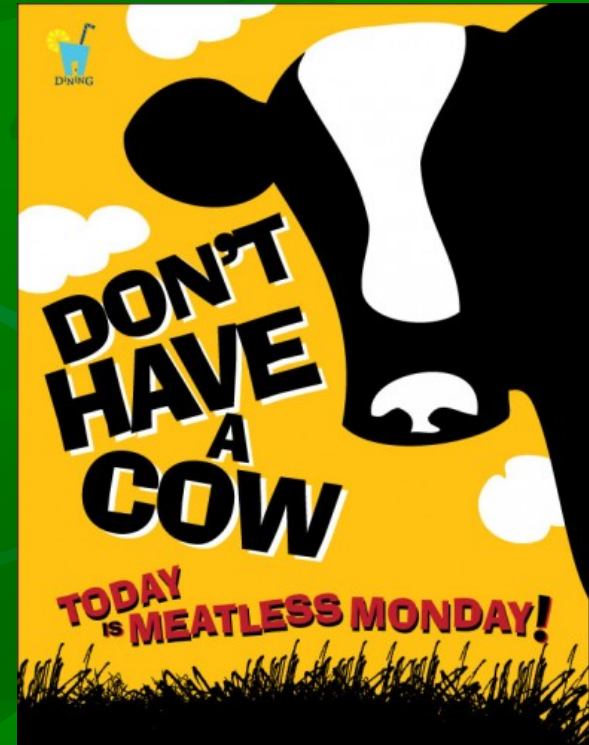
Challenges for Plant-based Eating

- Misperceptions, such as getting adequate protein intake and calcium
- More food preparation required
- Lack of cooking skills regarding beans, whole grains, tofu
- Unfamiliarity with new foods, such as tofu, tempeh, seitan



Consumer Tips for a Healthy Plant-Based Eating Style

1. **Start the day right.** Going veggie at breakfast is one of the easiest ways to cut back on meat.
2. **Join the Meatless Monday bandwagon.**
3. **Shop for plants first.** Instead of planning the menu around meat, plan it around what plant foods you will serve.
4. **If you eat meat, use it as a seasoning.** Use meat as a flavoring in dishes instead of as the main event.



Consumer Tips for a Healthy Plant-Based Eating Style



5. **Create a plant-based pantry list.** Many plant-based foods, such as beans and whole grains, are shelf-stable, convenient, and economical.
6. **Get cooking!** Don't be afraid to get creative in the kitchen. Even if you're busy, plan on one night a week to try a new vegetarian recipe.
7. **Keep it simple.** You might think that plant-based cooking is very difficult to take on, but it doesn't have to be complicated. Meatless meals can be as easy as black bean burritos, vegetarian chili and cornbread, or an avocado, hummus pita sandwich
8. **Try ethnic flair.** The combination of vegetables, spices, and flavorful sauces in ethnic cuisines can make meatless meals shine.

Consumer Tips for a Healthy Plant-Based Eating Style

9. **Convert your favorite dishes.** Don't forget this simple trick: Turn your favorite meat-based recipes veggie for an easy dinner solution. All you've got to do is skip the meat and load up the veggies in many popular dishes.
10. **Dust off your slow-cooker.** Inside the depths of your trusty slow-cooker awaits many delicious, meatless meals. All you've got to do is throw in veggies, herbs, a vegetable broth base, canned tomatoes, whole grains like barley or bulgur, and dried beans; then turn the dial on.
11. **Try plant-based dairy products.** Want to cut out animal products the easy way? Try using more plant-based alternatives for milk, yogurt and cheese.
12. **Think "yes".** Don't dwell on what you *can't* have, think about what you *can* have! When you're focused on eating plants, there are hundreds of varieties, flavors, colors, and textures awaiting you.



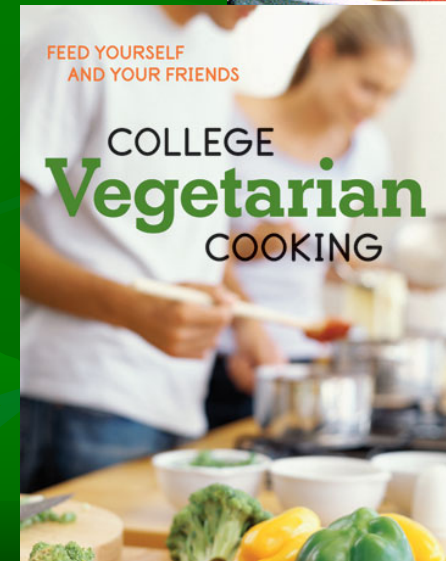
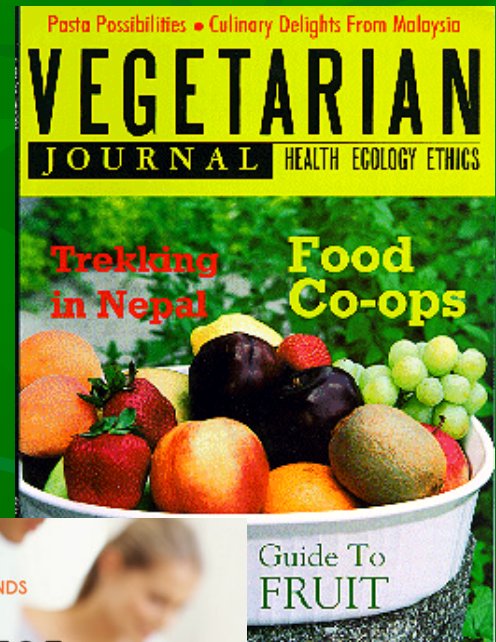
You Can Help

- Offer creative recipes that are plant-based; or have a vegetarian option in the instructions.
- Help educate people on how to use legumes, soy foods, and whole grains in meals.
- Inform people regarding choosing balanced, plant-based diet, with good sources of protein, calcium, vitamin D and B12.
- Be aware of vegan and vegetarian preferences, which may range to avoiding all animal products (such as gelatin and honey) to a more flexible definition.



You Can Help

- See Vegetarian Journal's Guide to Food Ingredients
<http://www.vrg.org/ingredients/index.php>
- Consider product tie-in promotions with cooking classes.
- Include more information about vegan/vegetarian items on websites and in store.
- Know about the intricacies of plant-based products, including taste, cooking use, variations.



Thank you

Sharon Palmer, RD

Email: info@sharonpalmer.com

