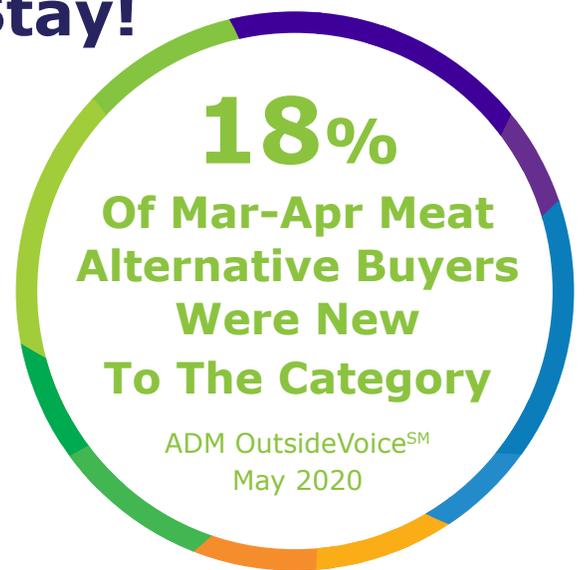




## COVID-19 Trends Are In: Plant-Based Growth To Stay!

As reported by Mintel, “a move towards plant-based” is something that not only intensified because of the global coronavirus pandemic, but will have lasting effects on the industry and consumers’ habits.

Global lockdowns have driven an increase in at-home cooking and dining which provided a perfect springboard to try a plant-based lifestyle, not just for food safety concerns or lack of availability of traditional animal proteins, but a focus on healthy living.



### New Category Buyers Top Motivations

- Plant-based meat alts are healthier
- Meat alts are safer than real meat
- Real meat products not available

ADM OutsideVoice<sup>SM</sup>  
May 2020

*92% of new category buyers say they're likely to continue buying plant-based meat alternatives after the crisis is over*

## Meat/Milk Alternatives Present & Future Outlook

### A Growth Spurt for Plant-Based Meats

As food sales have soared during the pandemic, the rate of growth for meat has been outpaced by that for plant-based alternatives.



Change since Jan. in dollar sales of four-week periods ended in each month.

Source: Nielsen By: Karl Russell

### Increase in patent applications & investment funding shows no signs of slowing down

The alternative protein segment obtained **\$930 million in funding during Q1 2020, 11% more** than the total investments in '19 – most to plant-based meat, egg & dairy alternative companies.

### Meat & dairy alternatives show strong expected retail growth for 2020 & beyond

Global 2020 Retail Volume Sales Forecast:  
**Meat Alternatives: +12%**  
**Milk Alternatives: +2%**

Global 2020 Foodservice Volume Sales Forecast:  
**Meat Alternatives: -11%**  
**Milk Alternatives: -14%**



# Influx in Innovation Addressing Consumer Barriers:

## Affordability & Accessibility

- **Beyond Meat** launched **Cookout Classic**, a limited edition plant-based burger 10 pack “intended to narrow the price gap between plant-based meat and animal protein”
- **Beyond Meat** also plans on **launching a new direct-to-consumer site** later this summer and begin European production **at the end of 2020** to **increase accessibility**



## Substitution, not sacrifice

- **Maple Leaf Foods** launched its **50/50** blended plant + animal based protein products “**fusion protein as a balance**”
- **Califia Farms** launched its line of **plant-based butters** and Protein Oat, a **line of plant-based milks** with a comparable level of protein to dairy milk.



## Global tastes & flavor improvements

- **Sweet Earth** adds eight new **globally-inspired products to its plant-based portfolio**, burritos and entrée bowls using **Awesome Grounds** or **Mindful Chik’n**

*“Offering options that appeal to flexitarians by satisfying cravings of traditional foods,... and packed with flavor”*

