



# Plant-Based Proteins

## KNOWLEDGE-BASED SOLUTIONS

Protein continues to grow in popularity. Consumers all around the globe are looking for new ways to add more of it to their diets. As ADM proprietary research shows, it means booming demand for plant-based, protein-forward foods.

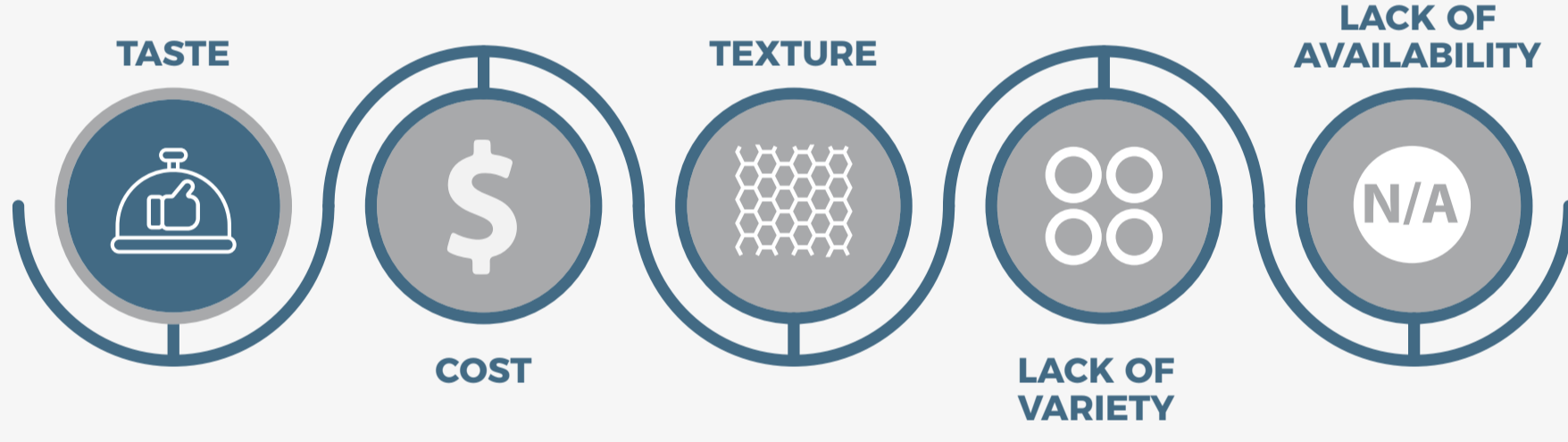


TODAY, **44%** OF THE POPULATION SELF-IDENTIFIES AS **“FLEXITARIAN.”**<sup>5</sup>

Reducing overall meat consumption

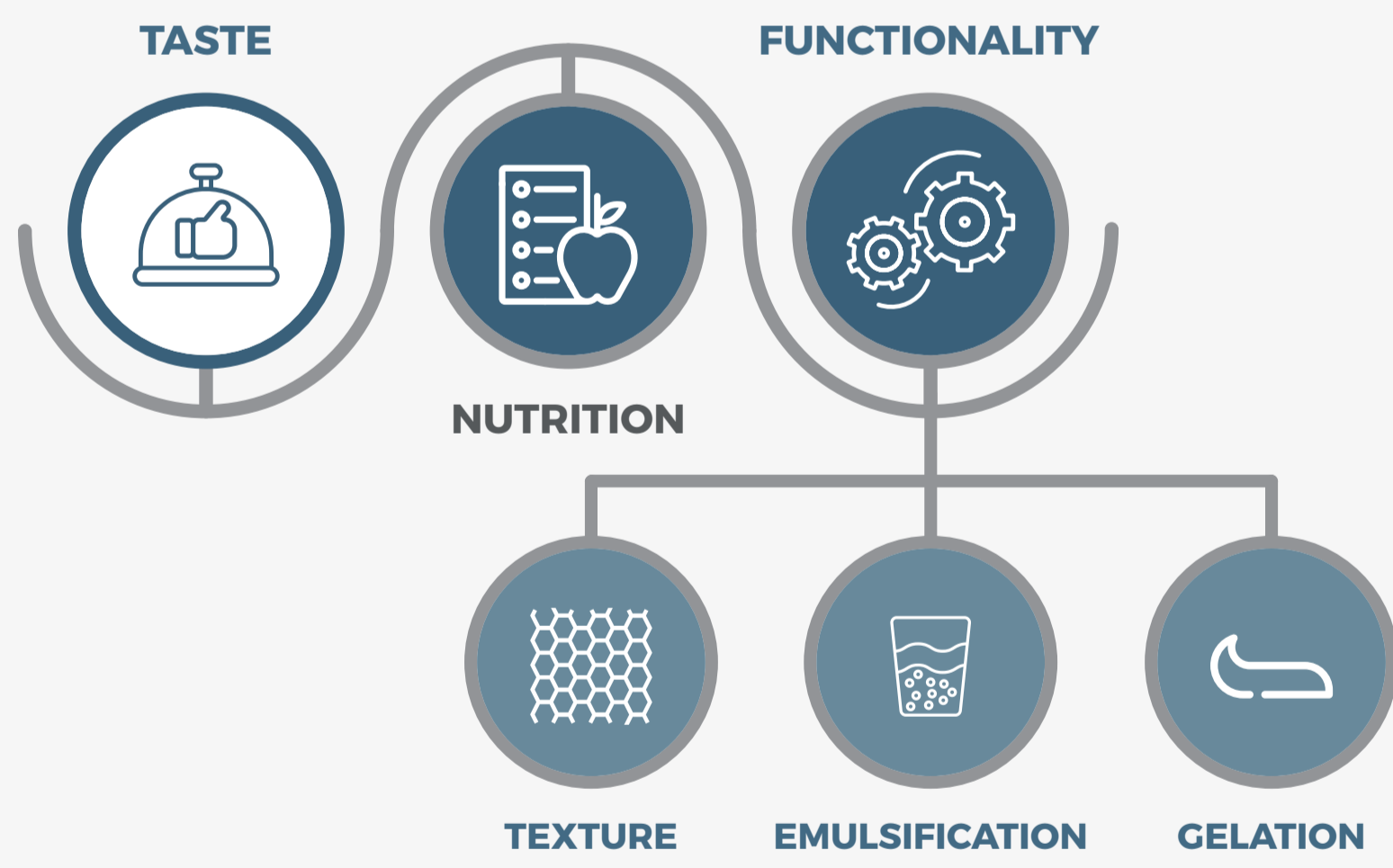
Adding more plant-based foods to their diets

### FIVE KEY BARRIERS AFFECT THEIR PLANT-BASED FOOD AND BEVERAGE CHOICES:

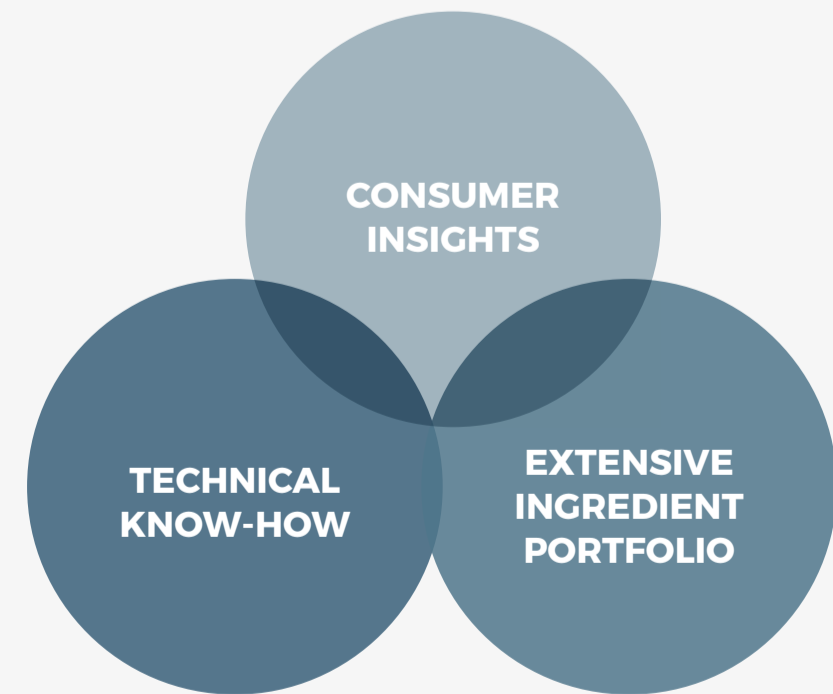


**51%** OF FLEXITARIANS say **INFERIOR TASTE** is the **PRIMARY BARRIER** when considering plant-based proteins.<sup>5</sup>

### TO ENTICE FLEXITARIANS WITH NEW PLANT-BASED PROTEINS, taste is a key differentiator. But it isn't the only formulation challenge.



**AS YOUR GO-TO SOLUTIONS PROVIDER** for meat alternatives, dairy alternatives and other plant-based, protein-rich food and beverage products, ADM has the resources you need to get to market quickly and successfully.



FIND OUT MORE ABOUT ADM PLANT-BASED PROTEIN SOLUTIONS  
email [food@adm.com](mailto:food@adm.com) or call 844-441-FOOD

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