Plant-based eating is a hot trend across the world right now, and New Mexico is definitely on board with the trend. Plant-based options appeal to many different consumer groups (all of which are growing) including: vegans, vegetarians, flexitarians, environmentalists, and health conscious consumers. For more information, contact Tony Quintana, Animal Protection of New Mexico Plant-Based Eating Program Manager, at 505-908-8176 or tony@apnm.org.

DATA TO SUPPORT YOUR PLANT-BASED OPTIONS

- Nestlé®, the world’s largest food maker, believes that plant-based eating is a trend that “is here to stay and amplify.”
- Kroger® predicts plant-based eating will be a top food trend of 2019.
- Veganism was named the top consumer trend of 2018 by international delivery company Just Eat.
- Plant-based milk sales have increased by more than 61% since 2012 while dairy milk sales have decreased by more than 15% in that same time period.
- 33% of US households purchased plant-based milks in 2016 (which has steadily increased each year, and more than doubled since 2010).
- 83% of people who use creamer in coffee are interested in plant-based creamers or milks (such as soy, almond, and coconut).
- 51% of chefs in the US added plant-based options to their menus in 2018.
- Restaurant owners saw a 13% increase in business in response to adding vegan options.
- Plant-based cheese sales increased by 45% from 2017-2018.
- Though few local restaurants offer vegan cheese on their menus.
- $6.43 billion is the projected worth of the meat substitute market by 2023.

TESTIMONIALS

“I loved it so much when La Salita restaurant added vegan cheese [to their menu] because I could finally have a bean burrito with cheese. I love going to eat there!” – Fortune Quintana, 6 year old animal lover

“We’re kind of trying to go toward the people who eat healthy – vegans, vegetarians – because a lot of places don’t take them into account, so we definitely wanted to focus on that kind of group to come in.” – Tristin Rogers, Executive Chef, Hollow Spirits distillery (Albuquerque, NM)
10. https://www.facebook.com/groups/abqveg/