



a better world begins on your plate

plant-based eating

ANIMAL PROTECTION
NEW MEXICO

DATA TO SUPPORT YOUR PLANT-BASED OPTIONS

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.^{2,9} For more information, contact Animal Protection New Mexico's Promoting Plant-Based Eating program at plantbased@apnm.org

a growing trend

U.S. consumers who consider themselves **VEGAN or VEGETARIAN**¹²:

2018 15%
2017 6%
2014 1%

500% increase in three years¹

Nestle®, the world's largest food maker, believes that *plant-based eating is a trend that "is here to stay and amplify."*²

Kroger® predicts plant-based eating will be a *top food trend of 2019.*¹²

Veganism was named the *top consumer trend of 2018* by international delivery company *Just Eat.*³



Plant-based milk sales have increased by more than

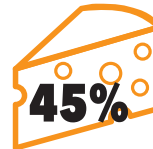
61%
since 2012

while dairy milk sales have decreased by more than 15% in that same time period.⁷

33% of US households purchased plant-based milks in 2016 (which has steadily increased each year, and more than doubled since 2010).⁶

83% of people who use creamer in coffee are interested in plant-based creamers or milks (such as soy, almond, and coconut).¹⁴

Plant-based cheese sales increased by



45%

from 2017-2018.¹⁵

Though few local restaurants offer vegan cheese on their menus.

\$6.43 billion is the projected worth of the meat substitute market by 2023.⁵

19 Food establishments in New Mexico added the *Impossible Burger*⁴ to their menus in 2018, including The World Famous Laguna Burger.

Albuquerque Vegan Facebook group has over **1800** members, most of whom frequent the group looking for plant-based dining options. Similar Facebook groups exist for other New Mexico cities including Santa Fe and Las Cruces.¹⁰

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 Q., 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)¹¹

39% of Americans are actively trying to eat more plant-based foods⁸

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.¹³



- ¹ <https://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>
- ² <https://www.foodnavigator.com/Article/2017/09/27/Six-trends-Nestle-hopes-will-deliver-industry-leading-growth#>
- ³ <https://foodrevolution.org/blog/vegan-statistics-global/>
- ⁴ <https://impossiblefoods.com/locations>
- ⁵ <https://www.marketsandmarkets.com/PressReleases/meat-substitutes.asp>
- ⁶ <https://www.statista.com/statistics/474461/us-household-penetration-rate-plant-based-beverages/>
- ⁷ <https://www.plantbasednews.org/post/plant-based-milk-sales-grow-61-last-5-years-new-report>
- ⁸ <https://www.nielsen.com/us/en/insights/news/2018/plant-based-food-options-are-sprouting-growth-for-retailers.print.html>
- ⁹ <http://goodfoodscorecard.org/wp-content/uploads/2018/01/COR-RSC-Why-Shift-PB-2018-01-30.pdf>
- ¹⁰ <https://www.facebook.com/groups/abqveg/>
- ¹¹ <https://www.abqjournal.com/1234450/new-distillery-aims-to-educate-guests-about-liquor.html>
- ¹² <https://www.porkbusiness.com/article/kroger-says-plant-based-foods-among-food-trends-2019>
- ¹³ <https://chooseveg.com/blog/51-percent-of-chefs-add-vegan-menu-items/>
- ¹⁴ <https://www.beveragedaily.com/Article/2018/11/28/Tarend-alert-Plant-based-creamers-pick-up>