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 Animal Protection New Mexico’s Promoting Plant-Based Eating program at plantbased@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).

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

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.

$6.43 billion is the projected worth of the meat substitute market by 2023.

19 Food establishments in New Mexico added the Impossible Burger 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.

“**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)