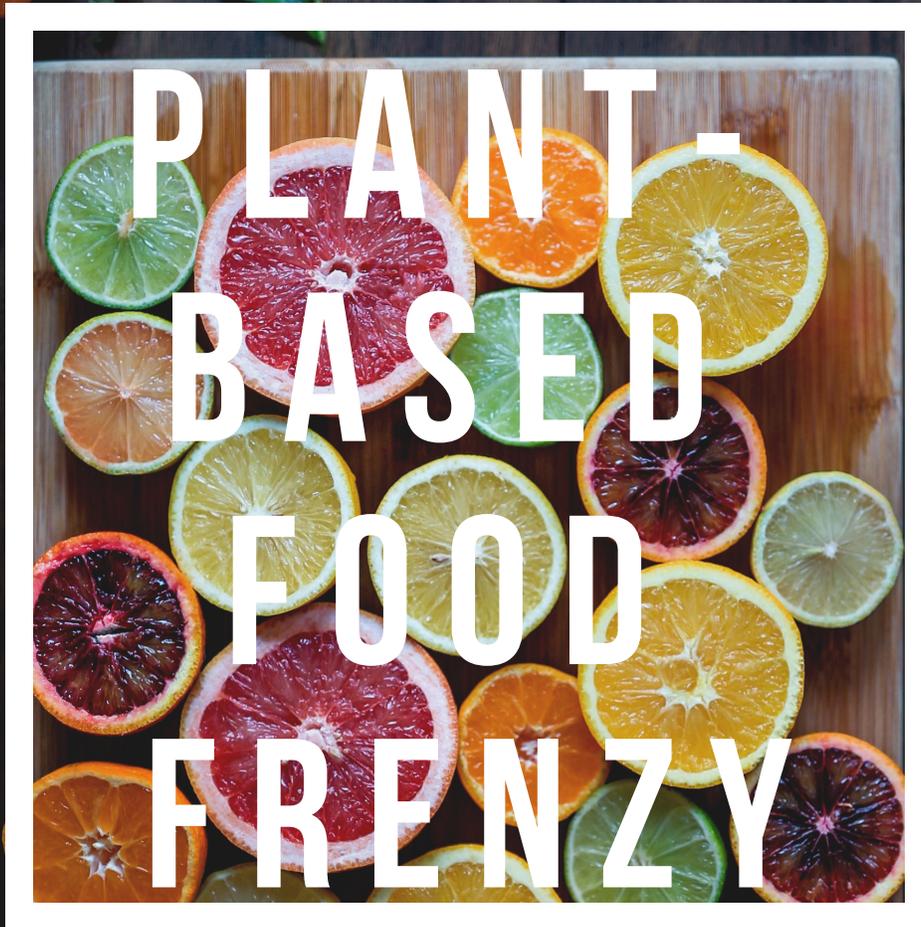


PERPETUAL INSIGHTS TREND ALERT SERIES
PRESENTS:



PLANT- BASED FOOD FRENZY

The Latest Trend in the Food Industry

BY LIBBY FEINGOLD

Food Team

Wait, this "meat" isn't from an animal?

According to a recent article in Bloomberg News, it is no longer just the vegans and vegetarians that are consuming plant-based foods. Based on data from Nielsen and the Plant Based Food Association, milk, cheese, yogurt, and meat alternatives have been growing rapidly since 2017, while some traditional animal food products have been falling. In 2018, milk alternatives were valued at \$1.6 billion dollars in the U.S, alone. Meanwhile, the traditional milk category has been rapidly declining since 2012, with sales decreasing by 6.42 billion pounds of milk.

And the trend is catching on- Whole Foods and Kroger predict that plant-based foods will continue to be on the rise for 2019. Consumers are not ditching animal based food all together, but instead are looking towards other sources of protein - plant-based protein being the solution to close the demand gap.

Working with Perpetual Insights, this growing trend is something to keep an eye out for. We are constantly searching for the emerging brands that are reinventing the norm, the brands that are truly disruptive. We grow and

scale emerging brand's teams at critical junctures through executive talent recruitment. We develop talent within existing brands into high performing teams, and through our analytics platform can evaluate teams for companies to make better decisions.

In the case of plant-based food, this trend is not only igniting the flame for startups with the industry-disrupting technology to create plant-based alternatives, but the bigger, more traditional players in the food industry are trying to keep up with the trend by investing large sums in these start-ups. Big players like Tyson, Cargill, and Archer Daniels Midland are doing this proactively in order to not lose market share, according to an article in Fast Company.

But where are these changes in consumer's diet choices coming from? According to a survey conducted by Mintel in 2018, 52% of respondents prefer plant-based protein for the taste, other reasons being environmental concerns, animal protection, and health-related concerns.

If consumers are choosing plant-based alternatives for the taste, they are no longer having to choose between ethics and taste, instead they can satisfy both. In a blind taste test, two professional chefs were challenged to distinguish if the protein they were eating was plant-based or not, and they completely failed.

Now, consumers are able to explore a healthier, more ethical diet without abandoning their taste preferences.

“Or, as I like to say, you can have your burger and eat it, too,” says Will Shafer, VP of Marketing at meat-substitute industry leader Beyond Meat.

The brands to keep an eye out for are General Mill's backed Kite Hill, Private equity backed Califia Farms, Tyson Food's backed Beyond Meat, and Impossible Foods- whose burger has made its way into the menus of some famous NYC restaurants.

All of these companies are very mission driven, whether it is to better the environment, provide healthier options to consumers, to bring together foodies with or without dietary restrictions, or disrupting the unsustainable food system as it stands. They are innovative in their process and never settle for anything less than what they stand for.

And the products are truly more sustainable from an environmental standpoint. Beyond Meat burgers have a 99% less impact on water scarcity issues than a regular quarter pound burger, along with many other environmental benefits.

But, this is not to say that everybody is for this plant-based diet trend. Missouri is the first state to ban the marketing of plant-based meat alternatives as "meat" if it does not come from an animal. If a company fails to comply, they could be fined a significant amount or end up in jail. This is a defense mechanism to the threat that non-meat alternatives have on traditional meat businesses.

How will this trend and these innovative plant-based food companies continue evolving? At Perpetual Insights we never settle, and love to partner with brands that are one step ahead of their industry. If you are looking to grow and scale your team, Perpetual Insights has experience building out teams at every stage of the talent cycle.

I am eager to see what the future brings of plant-based foods and the long-lasting impact it will have on the food industry as a whole. Will this plant-based food trend truly impact the food industry, or is it just a fad? More to come in Perpetual Insight's Trend Alert series, continuing into 2019.

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