



the power of plant foods

What is plant-based eating?

Plant-based eating conjures up images of a strict vegan diet, but enjoying the benefits of more plant-based choices doesn't mean becoming a full-time vegan or vegetarian. It's about reshaping what's on the plate by making a few simple swaps, while still treating yourself to your favourite meat or dairy products every now and then.

An independent survey* commissioned by Alpro revealed that more than half of 18 to 30 year olds have added more vegetables, fruits and plant-based foods to their diets in the last year alone, pointing to one of the biggest changes in the UK's dietary habits for generations. Meanwhile, of all those surveyed, one in five admitted they ate meat and dairy-based foods merely 'out of habit'.

Plant power:

The nation's turning over a new leaf

The power of plant-based eating is a fast-growing trend. In fact, more people than ever are starting to cut down on meat and dairy foods and make healthier, plant-based swaps.

In fact, four out of 10 of us are eating more vegetables, fruits and plant-based foods than we were a year ago. And six out of 10 of us are eating more of these types of foods than we were five years ago.

People of all age groups are fuelling this trend, although it is younger consumers – those aged between 18 and 30 – who are looking to change their diets and turn to alternative eating regimes in the greatest numbers.

Food with plant power

The good news is that plant-based foods include more than just fruit and vegetables. Five major food groups should form the basis of a plant-focused diet (whether in their original form or as an ingredient in the increasing range of plant-based products):

- Whole grains
- Beans and pulses
- Fruit
- Vegetables
- Nuts and Seeds

The power of plants

Everyone will have different reasons for eating plant-based foods. It may be to lose weight or to feel healthier, while for others it may be about making a contribution to a more sustainable planet.

- Plant-based eating begins with a diet low in fat, particularly saturated fat, rich in unsaturated fats, and provides a wide-range of vitamins, minerals and antioxidants that are thought to promote general health and wellbeing
- Plant-based products are also naturally free from animal fats, which are increasingly avoided by health-conscious consumers
- Eating less saturated fat is particularly important for heart health. Plant-based ingredients such as soya, nuts and oats play an important role in a cholesterol-friendly diet
- Plant-based foods generally have a higher fibre content. This can lower the energy density in the diet (lower in calories), which is beneficial for maintaining a healthy body shape.

Alpro Almond milk, Alpro Hazelnut drink and Alpro's range of soya yogurt and milk alternatives are healthier choices – a smarter alternative to dairy equivalents. They are full of plant goodness, naturally low in saturated fat, and a source of calcium and vitamins.



Good for you, good for the planet

Soya foods, nut-based drinks and the production of other plant-based foods, including vegetable crops and fruit, all require less land and water and generate fewer greenhouse gas emissions compared to meat and dairy production.

While many of us are already eating more vegetables, fruits and plant-based foods for health reasons, a growing section of society is also becoming concerned over the effects that the production of meat and dairy-based foods have on the environment.

It takes more than 2,400 gallons of water to produce one pound of meat, while it takes 2,000 gallons of water to produce one gallon of milk.

In contrast, plant-based crops and foods are much more water efficient, with an average of 25 gallons of water needed to produce one pound of food.

Despite more and more people becoming aware of such facts, it appears there is still a lack of knowledge in some quarters about the effect that the production of meat and dairy has on the world around us.

Six out of 10 people are still unaware that plant-based foods offer the most environmentally sustainable option for food production.

Even so, four out of 10 of us are already determined to cut down on the amount of meat and dairy currently in our diets.

Simple swaps

Making simple plant-based swaps is easier than you think. Incorporate a heart-healthy, environmentally friendlier plant-based diet by eating less meat, especially fatty and processed meats, full fat dairy products such as cheese, cream and butter, and fewer high fat snacks such as chocolate, biscuits and cakes. And, where you can, choose soya alternatives, whole grains, beans, pulses and nuts and seeds, and plenty of fruit and vegetables a day - fresh, frozen, canned, dried and juices all count.

Giving up meat and dairy completely isn't essential: even cutting down on half your intake will make a considerable impact on your health and the environment.

Celeb fans

Plant-based eating has a glittering following. Even die-hard meat fans such as celebrity cook and carnivore **Hugh Fearnley-Whittingstall** are shunning meat for plant-based fare. Other celebrity plant-based food fans include: **Natalie Portman, Katie Holmes, Adele, Cheryl Cole, Cameron Diaz, Danni Minogue, Damon Albarn, Stella McCartney, Russell Brand, Martin Freeman and Jude Law!**

Meat and dairy

Pancakes, waffles and muffins

Yogurt and granola, cereal or porridge

Club sandwich with chicken, bacon and cheese

Mousakka

Lamb or chicken curry

Steak and ale pie

Meat-feast pizza

Sticky toffee pud with custard
Hot chocolate

Choc chip cookies and a glass of warm milk

Planet and waist-line friendlier

Make with Alpro Almond milk or soya milk alternative - both make a light and creamy batter

Use Alpro soya vanilla or plain yogurt alternative for a lighter taste. Top with nuts and manuka honey. Or add Alpro Almond milk to give cereals and porridge a nutty and creamy kick.

Use half the chicken, cut out the bacon and cheese. Opt for more avocado and salad instead (use soft granary bread)

Swap beef mince for garlicky puy lentils cooked in tomatoes and red wine. Use Alpro soya unsweetened milk alternative to make the white sauce.

Cut the meat by half and add a small portion of white rice, potatoes, spinach or lentil dahl to substitute. For an even healthier version, swap the white rice for fragrant brown basmati rice.

Keep a quarter of the steak and substitute with a medley of mushrooms, thyme, baby onions (and roast chestnuts if in season).

Opt for half meat and the other half ask for a combination of sweet peppers, chillies, mushrooms, rocket and spinach.

Keep the pud, and use creamy Alpro custard instead.

Heat Alpro soya chocolate milk alternative - delicious hot or cold. Or heat Alpro Hazelnut drink for an indulgent nutty drink

Cookies made from vegetable spread and some dried cranberries or raisins and a warm glass of Alpro Hazelnut or Almond milk

Pioneers of plant based food and drinks



For press information about plant-based eating, Alpro products or to request any images please contact: Rachel Rix rachel@rt-com.com or Jenny Choules jenny@rt-com.com or call Richmond Towers Communications on 020 7388 7421

*Research commissioned on behalf of Alpro by RedShift Research (March 2011) 2,302 UK adults.



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