

THE NATION'S TURNING OVER A NEW LEAF: BRITS ARE OPTING FOR PLANT-BASED FOODS OVER THE BRITISH BANGER

Submitted by: Richmond Towers Communications (Chrome)

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It's official, roast beef loving Brits are starting to shun Sunday roasts, the British banger and milk on their cereal for healthier plant-based swaps, a survey* from Alpro reveals.

The power of plant-based eating is a fast-growing trend. 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.

In fact, the independent survey commissioned by Alpro revealed that more than half of 18 to 30 year olds surveyed have added more vegetables, fruits and plant-based foods into their diets in the last year alone, pointing to a major change 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-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.

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 affects that the production of meat and dairy-based foods has on the environment. For example, 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, meanwhile, 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 more commonly 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 products 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.

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

Notes to editors:

Proud to be pioneers of plant-based eating, Alpro has been creating delicious plant-based yogurts, drinks and desserts for over 30 years.

Alpro has a range of delicious and healthy plant-based products that help you feel uplifted and enlightened. That's because, all of Alpro's milks, drinks, yogurts, desserts and creams are made from soya beans, almonds or hazelnuts

New Alpro Almond milk and new Alpro Hazelnut drink do not contain soya and are created using a simple blend of nuts and spring water.

www.alpro.com/uk

PLANT-BASED FACTS:

FOOD WITH PLANT POWER

Good news is that plant-based foods include more than just fruit and vegetables. Five major food groups should form the base 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

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 calorie], which is beneficial for maintaining a health body shape

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.

For press information about plant-based eating, Alpro products or to request any images please contact:
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