



# VEG OUT & POWER ON

## BLOG #1: PLANT FORWARD

### Good for You, Good for the Earth

Did you know, more and more consumers now wish to reduce their meat intake? The primary motivators for this are health and wellness and environmental sustainability. People around the country, and the world are going 'plant forward.' Diets rich in fruits, vegetables, beans, lentils, nuts, seeds and whole grains are healthier for people and healthier for the earth.

### Why are plant based diets soaring?

Trends and consumer insights show plant based menus and plant forward diets are on the rise. According to research conducted by Mintel, vegetarian claims rose by 25% and vegan claims rose by 257% between 2012 and 2016, confirming that more and more people are following plant-based diets. While plant based eating may seem like a new trend, in fact it dates back to ancient times-the Vegetarian Society in the UK was established in 1847. Many world religions also advocate for vegan and vegetarian diets, including Hinduism and Buddhism.

Not only are plant forward diets good for you, but they are also good for the Earth. To find out more about plant forward diets, the health benefits and the environmental benefits, we spoke with our in house registered dietitians to find out more.

### Q: So what is exactly is plant forward?

A: Plant-forward diet has not been officially defined, but is a style of cooking and eating which emphasises fruit, vegetables, whole grains, pulses (beans and lentils), nuts and seeds. Plant-forward encourages a reduction in portion size and consumption frequency of animal foods. Those who follow a plant-based diet are usually most interested in the personal health benefits and often focus their consumption on food which is organic.

'Flexitarianism' is another popular plant based diet concept which is a mostly vegetarian regime. A flexitarian is a person who often but not exclusively, chooses vegetarian meals.

**Q: How is plant-forward different from vegetarian or vegan?**

A: While plant-forward options emphasise the health benefits of fruit, vegetables and wholegrains, many people may also incorporate meat in small quantities into their diet. Vegetarian options contain no meat, fish or poultry whilst vegan options contain no animal products.

**Q: What are the health powers of choosing a plant-forward diet?**

A: Growing research shows putting more plants at the centre of your plate while reducing the amount of meat (particularly red and processed meat) in your diet can lower the risk of heart disease, diabetes and certain cancers. Recent research has associated a plant based diet with a significantly lower risk of obesity. Plant based foods are rich in fibre, vitamins, minerals, proteins and other phytonutrients which are important to good health.

**Q: Are there environmental benefits to choosing a plant-forward diet?**

A: A well planned plant-based diet requires one third of the natural resources (land, water and energy) of that required for a typical diet based on meat and dairy. Pulses originate from plants which have nitrogen fixing properties, which improve soil fertility. In addition, many countries source fish irresponsibly, throwing away large quantities due to quota restrictions. In recent years, consumers are becoming more aware of the environment, with more and more local farmers markets and an increasing demand for produce that is locally grown. Organic produce are free from pesticides, antibiotics and hormones therefore carry less food miles reducing greenhouse gas emissions.

**Now that we have highlighted the health and environmental benefits of a plant based diet, why not try some vegan and vegetarian recipes from our 'Plant Market' or 'Farmacy' concepts when dining in our restaurant this spring.**

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