

From Plant to Plate

Grow your brand through the power of plant-based solutions from DSM

39% of US consumers are eating more plant-based food¹

By 2023² the meat substitute market in the US is expected to be worth

\$2.5 billion

In 2018, sales of plant-based milk in the US had a

9% growth

Consumers following an elimination diet may be at a higher risk of micronutrient deficiencies including:



Vitamins
B12, A & D



Omega-3
fatty acids



Iron

HOW DSM DEFINES:

Plant-based
/'pla:nt beis/
noun

a product that consists of ingredients derived only from a land or marine-based plant or suitable for a plant-based diet.

Plant-based sources include anything from vegetables, fruits, wholegrains, nuts, seeds and legumes – to trending ingredients like tree bark, mushrooms and algae.

Fortifying the future

70+ plant-based micronutrient solutions that can be transformed into tailor-made premix solutions.

DSM's portfolio has been specifically grown to deliver essential health benefits for individuals following a plant-based diet, including:



Brain health:
life'sDHA® (nutritional lipids) & Ashwagandha



Energy:
Quali®-B vitamins
Riboflavin & B12, Guarana & Green Tea Extract



Immunity:
Natural Vitamin E, CaroCare®
Nat. B-Carotene & Acerola
Cherry Extract, Vitamin C



Cardiovascular health:
ALL-Q™ (CoQ10)
& Fruitflow®

We can collaborate with you to leverage new concepts for delivering nutritious plant-based food and beverages, including milks, juices, yogurts, bars and energy drinks to fill the micronutrient gap in elimination diets.

Helping your plant-based offering flourish

Top ten tips



Use consumer insights:

Understanding consumer wants and needs ensures your products meet them



Be inspired:

Get up-to-speed on the latest prototypes and consumer-inspired concepts



Know the roots of your ingredients:

Transparency is key, know where your ingredients come from



Fill the micronutrient gap:

Fortifying plant-based products with essential micronutrients helps to overcome deficiencies in elimination diets



Leverage nutrition science:

Demonstrate why your products support good nutrition



Talk about health benefits:

Digestive health, energy and cognitive health are on the top of the consumer's health agenda



Get the terminology right:

Avoid any unsubstantiated claims by being clear about the difference between vegan, plant-based, organic and clean eating



Find a point of differentiation:

In a rapidly evolving market, identify what makes your plant-based offering unique



Don't forget your wider portfolio:

Consider how your plant-based offering sits within your existing portfolio



Stand out on the shelf:

Does your packaging have a natural appeal to your customer base?

Fortifying your product with essential micronutrients couldn't be easier with DSM's plant-based product range.

Contact us today and discover how together, we can sow the seeds for plant-based growth!

NUTRITION • HEALTH • SUSTAINABLE LIVING



1. Food Navigator USA, Plant-based plays way better than vegan with most consumers say Mattson, [website], <https://www.foodnavigator-usa.com/Article/2018/04/19/Plant-based-plays-way-better-than-vegan-with-most-consumers-says-Mattson>, (accessed 4 September 2019).
2. Nielsen, 'Nielsen Homescan Survey', [report], 2017.
3. CNBC Make it, Whole Foods CEO on plant-based meat boom: Good for the environment but not for your health, [website], <https://www.cnbc.com/2019/08/21/whole-foods-ceo-john-mackey-plant-based-meat-not-good-for-your-health.html>, (accessed 29 August 2019).
4. Nielsen, 'Plant Based Food Association', [data release], 2018.