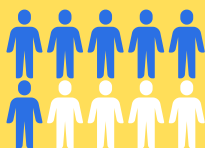


PROTEIN CONSUMPTION



JUST HOW MANY TRY TO EAT PROTEIN?

62% say they do. Protein rose to the top of the list of nutrients and food groups sought out by consumers, followed by fiber (56%) and vitamin D (56%)

IN THE PAST 12 MONTHS, HOW MANY AMERICANS SAID THAT THEY CONSUMED MORE OF THESE PROTEINS?

Among animal proteins...

23% said seafood

22% said poultry/eggs

17% said dairy

Among plant proteins...

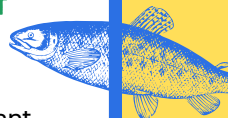
24% said protein from plant sources

19% said plant-based meat alternatives

18% said other plant-based dairy alternatives



Millennials were more likely than those in the Baby Boomer and Silent generations to say that they are eating more plant-based proteins



*Did you know that it's unclear if plant-based alternatives are any more nutritious than a burger or sausage made from animals?**

IN THE PAST 12 MONTHS, HOW MANY AMERICANS SAID THAT THEY CONSUMED LESS OF THESE PROTEINS?

Among animal proteins...

26% said red meat

19% said dairy

13% said seafood

Among plant proteins...

12% said fortified soy-based milk and yogurt

10% said protein from plant sources

9% said plant-based meat alternatives



Millennials were also more likely than those in the Baby Boomer generation to say that they are eating less plant-based proteins

*Did you know that because new plant-based alternatives to meat are not whole plant foods, it's unclear if they have the same health impact as replacing meat with beans or lentils?**



***WANT TO LEARN MORE ABOUT PLANT-BASED MEAT ALTERNATIVES? CHECK OUT OUR FACT SHEET [HERE](#).**