

Improved Nature presents

SAVOR THE EARTH

**Eat more plants.
Your body will thank you after.**

ONE THIRD OF CONSUMERS ...

Are following a plant-based lifestyle

Consumers around the world are prioritizing their health and choosing to limit or eliminate animal protein in favor of plants.

MORE THAN 50% OF AMERICANS

Agree restaurants should offer more plant protein

Diners are increasingly receptive to seeing meat alternatives on the menu instead of vegan/vegetarian claims.

Eating soy protein in place of animal protein has been found to reduce bad cholesterol and triglycerides, which are linked to heart disease. Other studies have shown that soy contributes to blood sugar control and reduced body weight.

Stephanie Cramer | Cedars-Sinai Clinical Nutrition Services

EAT PLANTS FOR HEART-HEALTH

Only 10%-15% of the total fat in soy is saturated

The American Heart Association recommends replacing foods high in animal fats with soy protein to improve heart health.

EAT PLANTS FOR MORE FIBER

Only 5% of Americans consume the daily goal for fiber

Dietary fiber found in soy helps support a healthy gastrointestinal system, reduce cholesterol, and minimize risk of cardiovascular disease.

EAT PLANTS FOR VITAMINS & MINERALS

Soybeans deliver an array of vitamins, minerals and plant compounds that cannot be obtained from meat. Plus they contain antioxidants and phytonutrients.

Sources:

VegEconomist, Study Shows a 3rd of World Population Follow a Diet Based on Reduction or Elimination of Meat, August 28, 2020.

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LiveStrong.com, Soy Protein vs. Plant Protein, Gord Kerr, February 21, 2019.