

# **Instagram Posts - Vegan Market - 34274**

## **Post 1**

Did you know that 15 percent of millennials (ages 21-38) follow a plant-based diet? And that 70 percent of the world's population is reducing their meat consumption? Veganism is on the rise, and it couldn't be a better time.

The production and processing of meat has a huge carbon footprint. We're talking more than 14 percent of greenhouse gas emissions contributing to climate change.

If we want a better world for future generations, more people need to go vegan — or at least make plant-based meals a key part of their diet.

The good news is, more and more vegan-oriented businesses are setting up shop. And in the U.S. alone, plant-based foods are becoming a huge market with a value of more than \$3 billion.

The time is now to get in on the expanding vegan market? Do you offer vegan-friendly products? Tell us about them in the comments!

## **Post 2**

New vegan food and drink products are making waves around the world, with more than 175 percent growth over the past five years! It's becoming easier and cheaper to afford a plant-based diet — and get awesome vegan substitutes for the foods that used to dominate our diet.

For example, here are some dairy and meat substitutes that have become increasingly common over the past few years:

- seitan
- tofu
- TVP
- milk substitutes
- "facon"
- vegan sausage
- fishless filets
- and so much more!

We're excited to hear this, because experts agree: a plant-based diet is much healthier for you and the planet. Not only do vegetarian and vegan diets help reduce your likelihood of disease, but they also reduce your carbon footprint. And because we're less than 10 years away from catastrophic climate change, now is the time to make the switch.

What are your favorite vegan foods and drinks?

## **Post 3**

Animal abuse in factories is reaching epidemic levels. As demand for mass-produced meat soars, these animals are subject to horrific treatment and slaughtered in unsanitary conditions. They're malnourished and pumped full of antibiotics — which are not healthy for you, either!

That's what you're eating when you eat meat, unless you know for a fact that your meat is sourced from a LOCAL farm with HUMANE practices. But most people eating out at restaurants or buying cheap chicken at the supermarket aren't getting that meat.

They're getting the product of abuse.

It's time to make a change, which is why adopting and promoting a vegan diet is the best action you can take for animal welfare. Did you know that even one Meatless Monday per week can save more than 20 million animals? Imagine the impact of going meatless every day of the week.

What are your favorite meal options for Meatless Monday?

## **Post 4**

What the heck is a flexitarian?

We know that veganism can be challenging to adopt. Old habits die hard, and some people simply don't have access to high-quality vegan substitutes. That's why many people identify as "flexitarian," meaning that they avoid meat and dairy as much as possible.

The good news is that every individual reduction in meat consumption helps reduce the burden on our planet, as well as the demand for factory-farmed animals. That means that being a flexitarian can help you minimize your carbon footprint and promote animal welfare — even if you're not able to go "full vegan."

What is your business doing to promote plant-based and flexitarian options? We'd love to hear from you in the comments!

## **Post 5**

Did you know that vegan, vegetarian, and "flexitarian" diets have broad appeal across generations? The reasons may be different — for example, boomers are interested in boosting their health while millennials are interested in environmental health and animal welfare. But around the world, there's a rapidly growing movement toward going meatless.

We couldn't be happier to hear this news. And with an abundance of vegan-friendly products on the market, it's easier than ever to reduce your meat consumption. Plus, plant-based shoppers help the economy: they spend 61 percent less than the average shopper.

If you run a food-based business, add some vegan options to appeal to a wider consumer base. You'll likely see a boost in income too! Tell us in the comments how your business is benefiting from the plant-based food movement.