



The plant-based movement continues to grow.

Next generation whole muscle plant-based solutions.

Today's consumers actively add plant-forward products to their daily lives, driving the need for solutions that expertly blend nutrition with taste and texture. ADM's newest creation, whole muscle plant-based protein solutions deliver delicious nutrition with the bite consumers crave.



Modern consumers' proactive approach to health and wellness, combined with their increased awareness of the importance of nutrition fuels an increase in Flexitarian lifestyles worldwide.

52%

of consumers are now Flexitarians<sup>1</sup>, eating both meat and meat alternatives.

1 in 4

consumers say they're eating more plant-sourced protein versus the previous year<sup>2</sup>.

What's driving plant protein popularity?



Health & Nutrition



Clean & Wholesome Ingredients



Sustainability



Meeting the needs of consumers with plant-based goodness.

ADM's plant-forward solutions provide appealing taste, texture and mouthfeel for an amazing meat-like experience. Explore the advanced capabilities, innovative technology and robust portfolio that make ADM your go-to partner in the meat alternative space.

Whole muscle (steaks, cutlets, chops) is the #1 format across all global meat and meat alternative occasions<sup>1</sup>.



#1



48%

In 48% of occasion instances where consumers were eating meat, they are willing to replace with a plant-based meat alternative product<sup>1</sup>.

A cleaner label.



Consumers are more aware of ingredient sourcing and manufacturing safety, leading to a corresponding rise in demand for transparency and verification. Utilizing high-quality, naturally sourced ingredients, ADM's plant-based solutions can help you create the clean label appeal your consumers expect.

46%

of consumers wish for greater transparency around sourcing and harvesting, and sustainability certifications<sup>1</sup>.

A bright future begins today.

Modern consumers care greatly about the environment and look for brands that share similar sustainability values and practices. With a robust portfolio of quality protein and sourced-from-nature-solutions, ADM not only has the breadth, but also the vertical integration and harvesting practices consumers can feel good about for their plant-based protein.



The ADM difference.

We unlock the power of nature to solve nutritional challenges and enrich the quality of life for consumers. Always at the forefront of innovation, ADM has one of the broadest portfolios of on-trend ingredients, plus the capabilities and know-how to solve any plant nutrition challenge of today, tomorrow and beyond.



Let's Collaborate.

go.adm.com/wholemuscle

<sup>1</sup>ADM Outside Voice™ Global Protein Occasion Study, October 2021

<sup>2</sup>International Food Information Council "Food and Health Survey" May 2021