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INFO SHEET: INTERESTING AND RELEVANT FACTS

Transitioning to WFPB

When speaking about transitioning to a whole food, plant-based (WFPB) diet, it can be helpful to know key facts and resources. This Info Sheet contains several interesting facts and statistics to support the scientific underpinnings in your discussion with friends. You can find a PowerPoint presentation with these facts in the Multimedia Tools section of the Transitioning to WFPB Toolkit.

Millennials and Veganism:

Younger generations are becoming increasingly aware of the health, environmental, and ethical consequences of their food choices. A 2017 report on the “Top Trends in Prepared Foods” found that “6% of US consumers now claim to be vegan, up from just 1% in 2014.” The report also found that two (out of six) key trends impacting food innovation are “Go Meat-Free,” with a demand for meat-free products and substitutes, and “Ethical Eating,” due to an increase in ethical and sustainable lifestyles.¹ A 2011 study by the Hartman Group revealed 12% of millennials are “faithful vegetarians compared to 4% of Generation X, and only 1% of Baby Boomers.”²

Milk Sales:

Public demand for plant-based milks is increasing as the demand for cow’s milk declines. From 2016 to 2017, plant-based milk sales went up 3.1% and cow’s milk sales went down 5%.³ According to a recent Forbes article⁴, non-dairy alternative milk sales have grown 250% in the past 5 years, and consumer demands aren’t the only thing changing! Following suit, Elmhurst Dairy, one of the largest dairy operators on the East Coast, stopped producing cow’s milk in 2016 and instead, only sells plant-based milk.

Protein Sources:

Who wins the protein tussle - beef or black beans? Black beans take the win, with a whopping 21 grams of protein vs. 14 grams⁵ for beef! Refer to the *Info Sheet: Where Do You Get Your Protein?* for more information to debunk this commonly asked question.

1 <http://tinyurl.com/preparedfoodstrends>

2 <http://tinyurl.com/hartmangroupstudy>

3 <http://tinyurl.com/milksales>

4 <http://tinyurl.com/forbesmilksales>

5 <http://tinyurl.com/beansvsbeefimage>





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Calcium Sources:

Due to effective marketing from the dairy industry, it is still widely believed that cow's milk is the best source of calcium for humans. As demonstrated in the Milk and Bone Health section below, research shows this is not the case. According to the USDA, one cup of 2% milk has 295 mg of calcium and one cup of whole milk has 276 mg of calcium.⁶ Plant-based foods are far greater sources of calcium, and come without the negative health effects: 1 cup almond milk = 450 mg, 1 cup tofu = 516 mg, 1 cup cooked collard greens = 358 mg, 10 medium figs = 270 mg, 1 cup cooked spinach = 244 mg, and 1 cup cooked white beans = 160 mg calcium.⁷



Milk and Bone Health:

According to Dr. Michael Greger, M.D., there is “no association between milk consumption and lower hip fracture risk”⁸ for adults. Harvard researchers have determined that milk consumption during teenage years is not associated with a lower risk of hip fracture, and instead, milk consumption is associated with an increased risk for fracture in men.⁸ A ‘calcium paradox’ exists, wherein countries that consume greater amounts of cow's milk and calcium, also have higher rates of osteoporosis and fractures.⁹

American Healthcare:

In 2015, America's health care spending was \$3.2 trillion, or an average of \$9,990 per person, amounting to 17.8% of America's GDP.¹⁰ Despite spending the most money per capita, the American Healthcare system is ranked #37 worldwide¹¹ by The World Health Organization. As reported by an Oxford study¹², a plant-based diet could save the world \$1 trillion in healthcare costs annually by 2050.

Vegan Athletes and Celebrities:

A plant-based diet supports even the strongest and most active athletes¹³, just look at Mike Tyson (former boxer), Ricky Williams (NFL), John Salley (NBA), Georges Laraque (NHL), Pat Neshek (MLB), Robert Cheeke (bodybuilder), and Venus Williams (tennis player), to name a few. Vegan celebrities¹⁴ are also on the rise and include: Alicia Silverstone, Woody Harrelson, Joaquin Phoenix, Ellen Page,

⁶ <http://tinyurl.com/USDAfoods>

⁷ <http://tinyurl.com/plantcalcium>

⁸ <http://tinyurl.com/milkandfractures>

⁹ <http://nutritionstudies.org/4-keys-to-strong-bones/>

¹⁰ <http://tinyurl.com/HealthExpenData>

¹¹ <http://www.who.int/healthinfo/paper30.pdf>

¹² <http://www.pnas.org/content/113/15/4146.full>

¹³ <http://tinyurl.com/veganathletes>

¹⁴ <http://tinyurl.com/vegancelebs>



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Ariana Grande, Ellen DeGeneres, Miley Cyrus, Liam Hemsworth, Joan Jett, Sia, Stevie Wonder, RZA, Wacka Flocka Flame, and many more.

Eating WFPB is Cheaper, Healthier, and Tastier:

- A 2016 study¹ found that eating a plant-based diet saved each person about \$750 dollars annually, while providing more servings of fruits, vegetables and whole grains than the most economical recommendations for healthy eating from the United States Department of Agriculture (USDA).
- On a tight budget? Plant-based diets can be as inexpensive as \$5 a day - visit this article for more information on how to prepare cheap, tasty meals: <http://tinyurl.com/vegan5aday>
- Check out the article, "Plant-Based Food Guide: How to Eat Well on a Budget", for healthy meal suggestions, budgeting at the grocery store, and tips for stretching your grocery dollars. Article: <http://tinyurl.com/PlantBasedBudget>
- For 5 ways to save money when going plant-based, visit this blog post: <http://tinyurl.com/y83w6bul>
- Refer to PPC's FAQ section, located in the Transitioning Toolkit, for more information on these topics.

Disclaimer: The information shared by PlantPure Communities (PPC) is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. If you are on medication and are changing to a whole food, plant-based diet, you should discuss with your healthcare provider the changes that you are making in your diet and how these changes may require an adjustment in medication dosage. It is important that you work with your doctor to monitor your condition and medication dosage during your change of dietary practices.

¹ https://www.eurekalert.org/pub_releases/2016-01/l-mhr010416.php

We welcome your suggestions and ideas! Please send them to info@plantpurecommunitites.org. This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated November 2017.