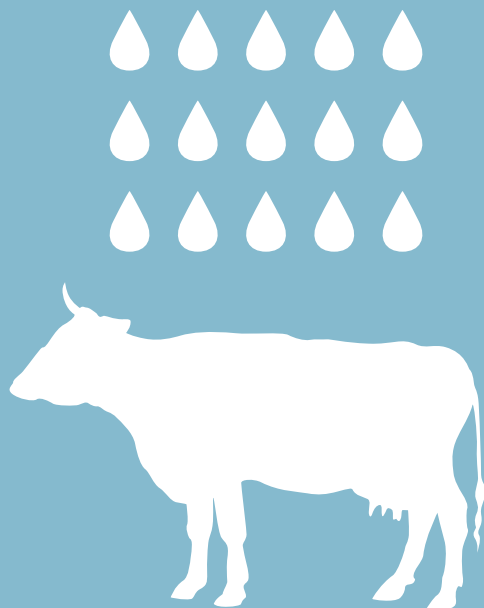


## Flex It

Nearly half the people in the U.S. can be described as flexitarian—those choosing to eat less meat and more plant protein.

**MorningStar**  
Farms<sup>®</sup>  
JUST WHAT THE  
WORLD ORDERED™



BEEF

VS

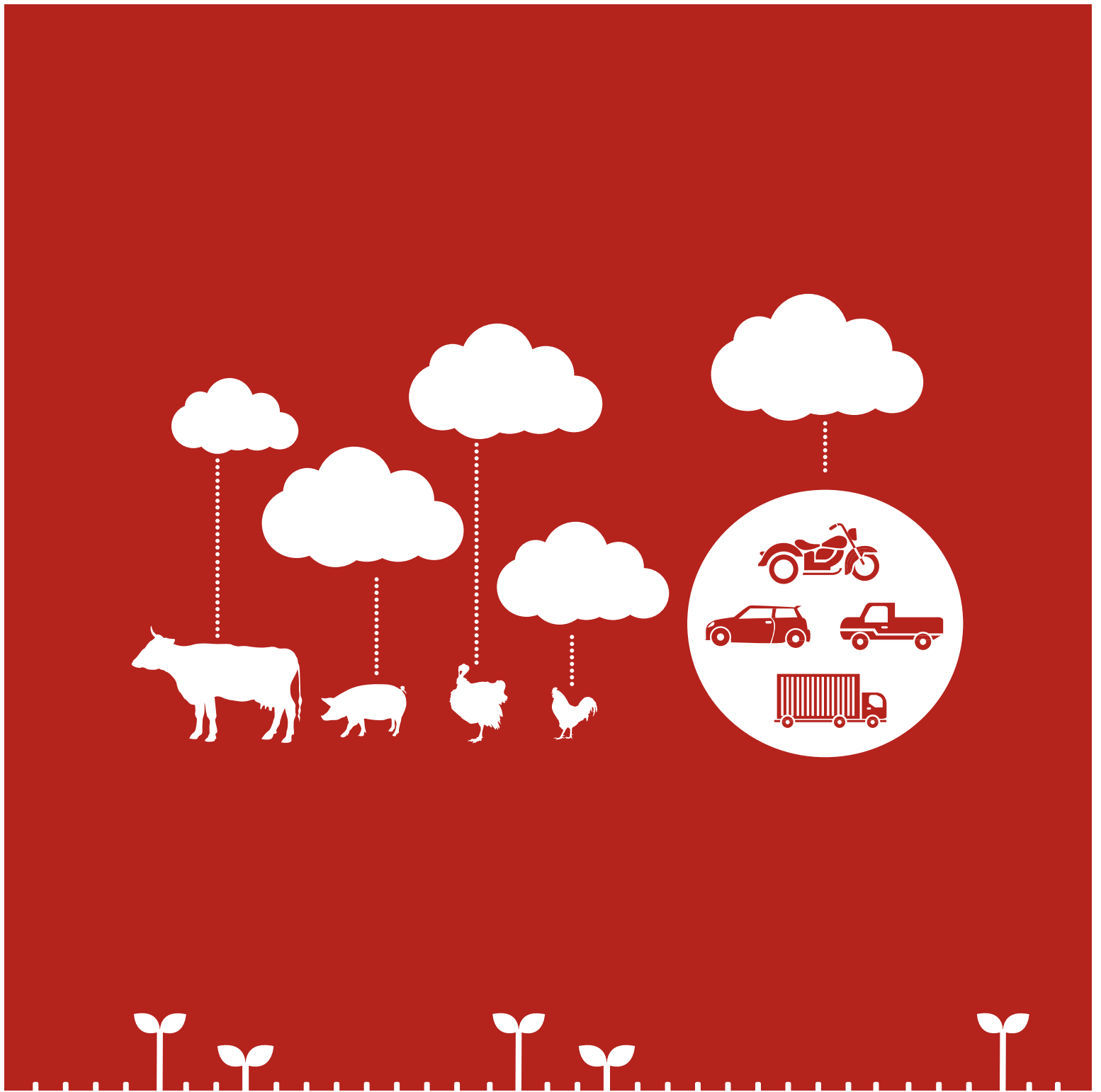


VEGGIE  
PROTEIN

## Use Less Water

Have veggie protein instead of meat just once a week for a year and you could take a 2 hour shower with all the water you could save. Except don't, because we really need the water.

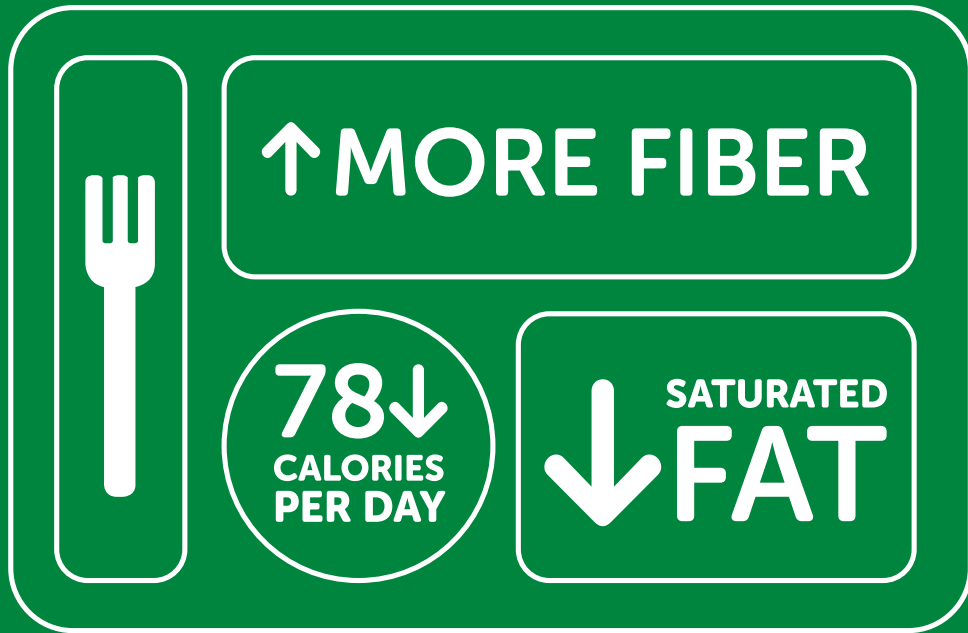
**MorningStar**  
Farms<sup>®</sup>  
JUST WHAT THE  
WORLD ORDERED™



## Carbon Hoofprints

Did you know that livestock farming produces more greenhouse gas emissions than everyday road travel?

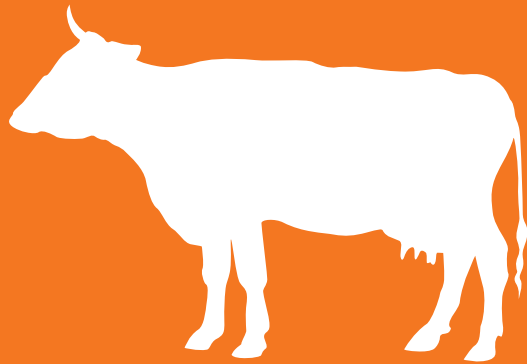
**MorningStar**  
Farms<sup>®</sup>  
JUST WHAT THE  
WORLD ORDERED™



## The Right Direction

Compared to five years ago, Americans are eating more fiber, less saturated fat, and 78 fewer calories per day—all of which are benefits from eating less meat and more plant protein.

**MorningStar**  
Farms<sup>®</sup>  
JUST WHAT THE  
WORLD ORDERED™



36,200



11,300



8,800



6,300



5,900

Average calories of feed required to produce 1,000 calories of food.



## The Food That Eats Your Food

To make 1,000 calories of vegetables it only takes, well, 1,000 calories. Because vegetables don't eat other vegetables.



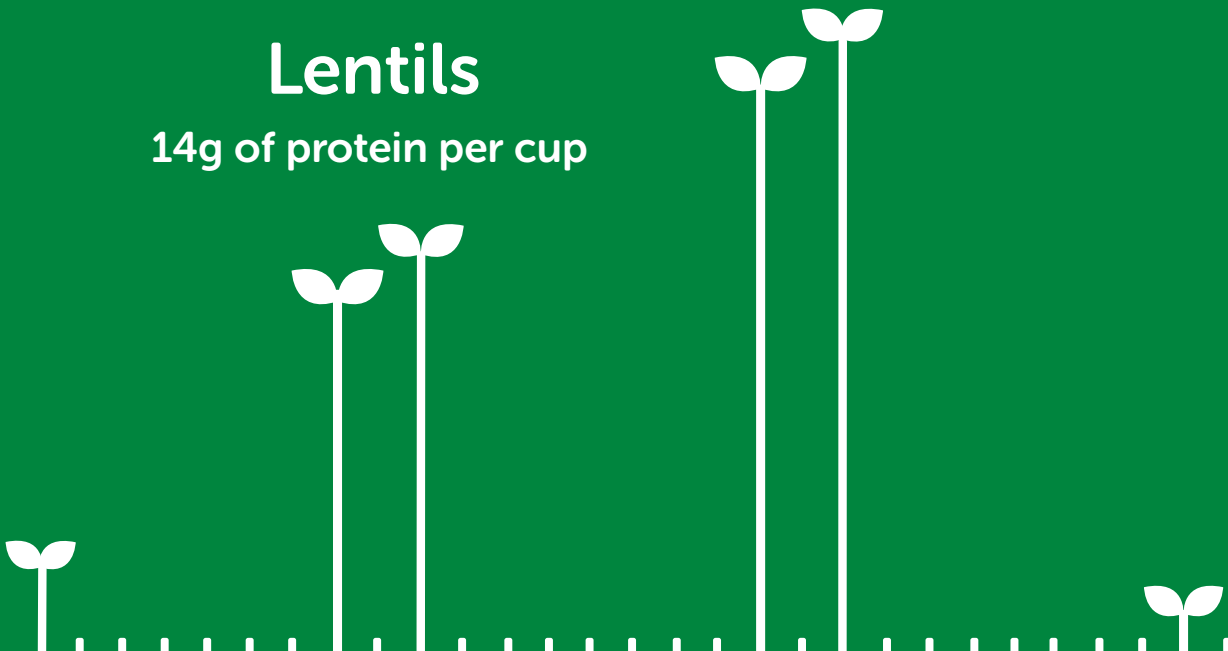


## Soybeans

18g of protein per cup

## Lentils

14g of protein per cup



## Undefeated Protein Champion

Soy has the highest protein content of any plant-based protein source, and lentils aren't far behind in second place.

**MorningStar**  
Farms<sup>®</sup>  
JUST WHAT THE  
WORLD ORDERED™

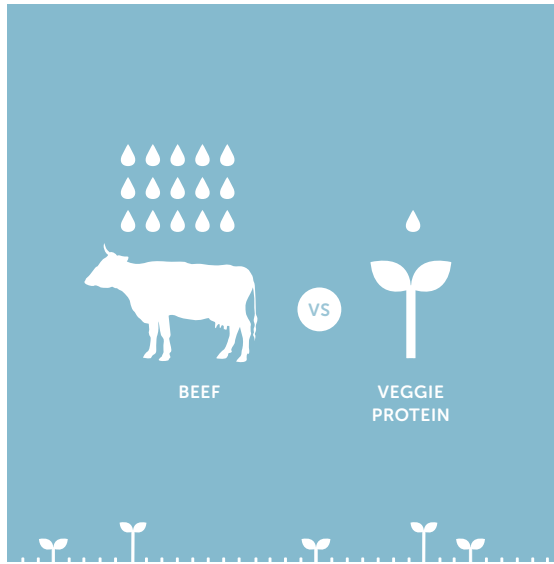


### Flex It

Nearly half the people in the U.S. can be described as flexitarian—those choosing to eat less meat and more plant protein.



Stahler, C. (2012) How Often Do Americans Eat Vegetarian Meals? And How Many Adults in the U.S. Are Vegetarian

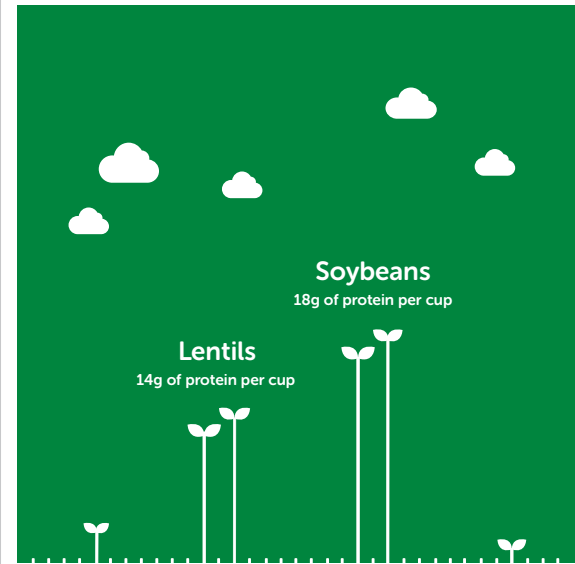


### Use Less Water

Have veggie protein instead of meat just once a week for a year and you could take a 2 hour shower with all the water you could save. Except don't, because we really need the water.



National Geographic. (2015) The Hidden Water We Use – How Much H2O is Embedded in Everyday Life?



### Undeclared Protein Champion

Soy has the highest protein content of any plant-based protein source, and lentils aren't far behind in second place.



US Department of Agriculture, USDA Office of Communications. (2014) American Adults are Choosing Healthier Foods, Consuming Healthier Diets. Release No. 000814

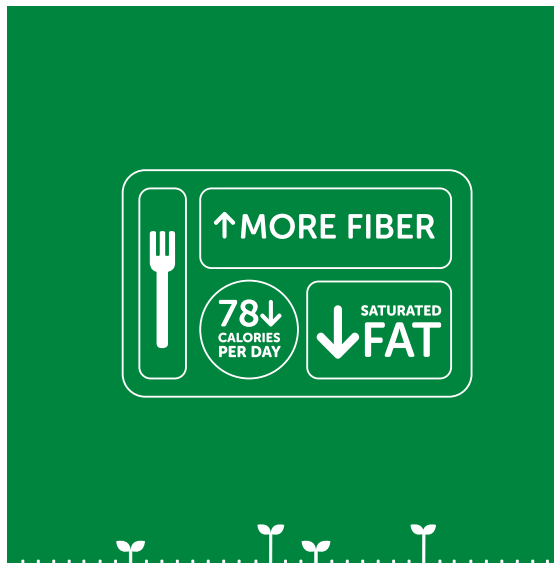


### Carbon Hoofprints

Did you know that livestock farming produces more greenhouse gas emissions than everyday road travel?



FAO. (2006) Livestock's Long Shadow: Environmental Issues and Options. Rome.



### The Right Direction

Compared to five years ago, Americans are eating more fiber, less saturated fat, and 78 fewer calories per day—all of which are benefits from eating less meat and more plant protein.



US Department of Agriculture, USDA Office of Communications. (2014) American Adults are Choosing Healthier Foods, Consuming Healthier Diets. Release No. 000814



### The Food That Eats Your Food

To make 1,000 calories of vegetables it only takes, well, 1,000 calories. Because vegetables don't eat other vegetables.



FAO. (2006) Livestock's Long Shadow: Environmental Issues and Options. Rome.