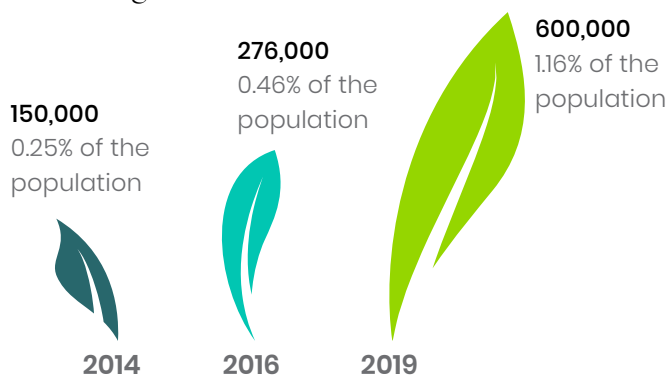


7 Facts & Figures

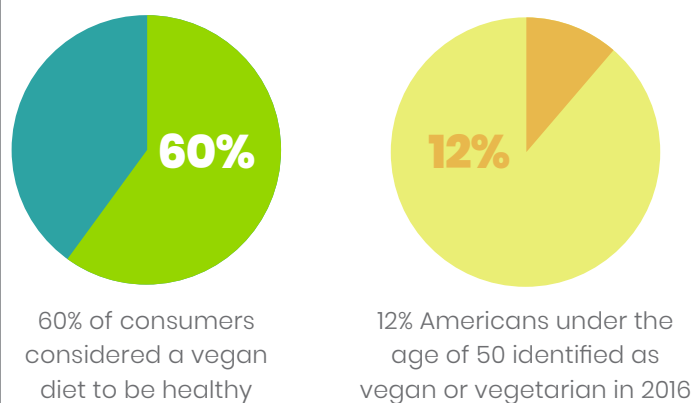


1. What percentage of the world was vegan in 2019?



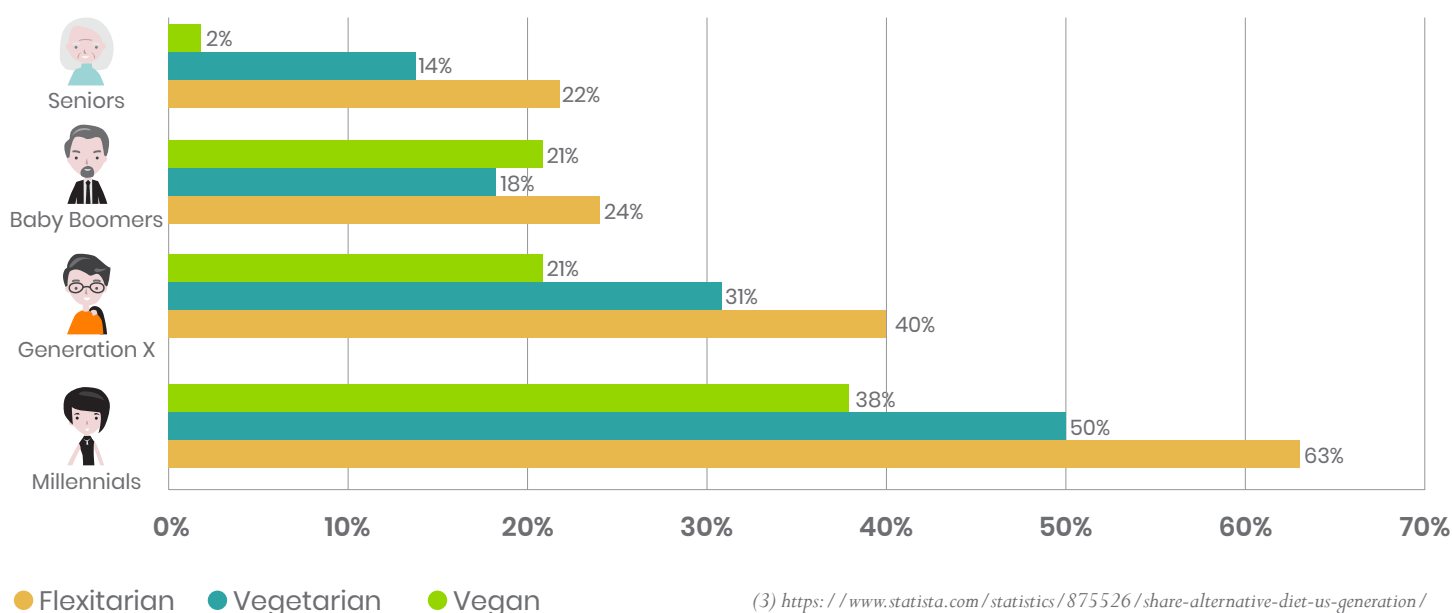
(1) www.vegansociety.com

2. A survey of U.S. adults, 2016:



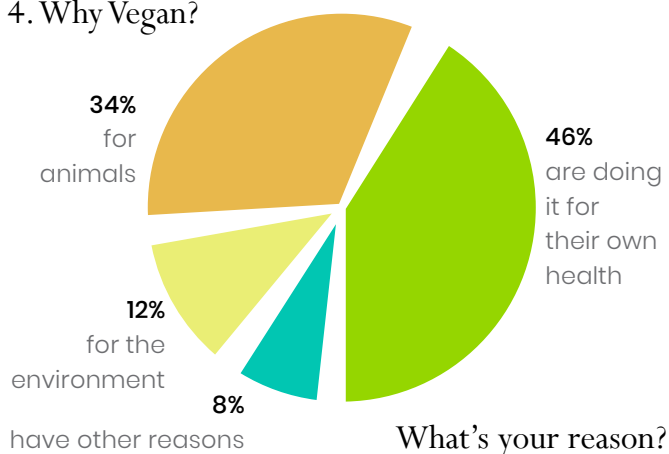
(2) Google.com

3. Flexitarian, vegetarian and vegans in 2018, by generation:



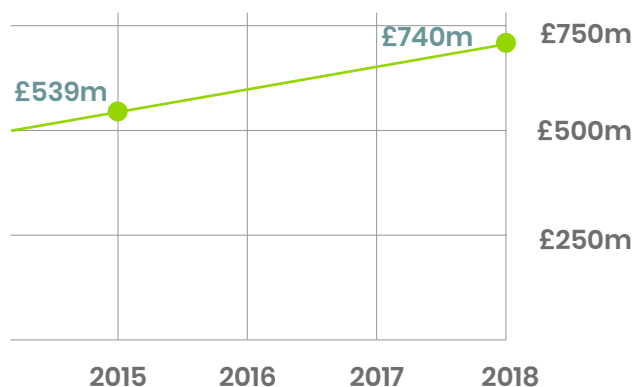
(3) <https://www.statista.com/statistics/875526/share-alternative-diet-us-generation/>

4. Why Vegan?



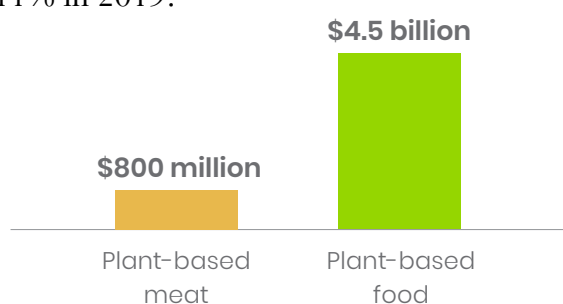
(4) <https://uk.veganuary.com/>

5. Estimated sales of meat-free foods



(5) [BBC](http://BBC.com) & [Mintel](http://Mintel.com)

6. U.S. plant-based retail sales increased by 11% in 2019:



(6) [Newsweek](http://Newsweek.com) & [PBFA](http://PBFA.com) (Plant-Based Food Association)

7. Oxford academic Dr. Marco Springmann projected that if the world adopted a vegan diet by 2050, the global economy would save \$1.1 trillion in healthcare costs, plus \$.5 trillion on environmental costs - and **cut greenhouse gas emissions by two-thirds.**

(7) <https://www.theguardian.com/lifeandstyle/2018/apr/01/vegans-are-coming-millennials-health-climate-change-animal-welfare>