

PLANT BASED MEAT: A SUSTAINABLE FUTURE FOR FOOD MARKET

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After years of development, companies like Good Dot, Vegeta Gold, and Veggie Champ have created convincing meat replacements utilising plant components like soybean roots and pea protein. Surprisingly, the majority of people who eat plant-based meats are not vegans or vegetarians. Instead, they're omnivores who enjoy a wide variety of foods. Now a days millennials (aged 25-40 years), are more likely to consume less meat owing to environmental concerns. At the same time, customers become more ecologically conscious and vegan diets gain popularity around the world, the pandemic is accelerating the acceptance of meat-alternative goods. According to a research published by India Bioscience Posted on Oct 12, 2019, per capita yearly meat consumption grew to 4.4 kg per person in 2019, putting strain on supply lines. As a result, there has been an increase in the demand for water and land resources for cattle production.



In India, being a vegetarian during this pandemic is a thrilling experience. Nuts, lentils, and green leafy vegetables are no longer the only non-meaty protein sources that are available. Vegetarians are obviously having a

moment, with grinded peas imitating luscious burger patties, shredded jackfruit imitating pork, chopped mushrooms imitating steak. According to the Good Food Conference 2021, Plant-based meats make for less than 1% of total meat sales in the United States. Although this may appear insignificant, the industry has grown at an exponential rate in recent years, indicating a major change in how we produce and consume food. Americans purchased 157 million pieces of plant-based meat last year, up 23% from the previous year.

Bollywood celebrities Riteish Deshmukh and Genelia D'Souza, who became vegan four years ago, announced the establishment of Imagine Meats, a plant-based meat meals firm, last year, during the height of the pandemic. "We aren't seeking to replace everyone. This is a new market that is both niche and developing. Of sure, there will be a day when everyone is thinking about plant-based foods, and that will be fantastic," says the actors. Genetically modified organisms (GMO)-related health and food safety issues appear to be the main factors for meat substitute purchasers. A rising amount of evidence has connected meat intake to diseases including heart disease, cancer, and diabetes in recent years. It has been discovered that processed meat, in particular, is hazardous to human health. People may reduce their weekly meat intake by integrating plant-based foods into their diet, increasing their overall health in the process. Plant-based meats also have environmental advantages that should not be disregarded. According to the United Nations, the meat sector is the world's greatest producer of greenhouse gas emissions (GHG).

Plant-based foods will be the food of the future because of three main reasons.

1. **Consumer preference:** The vast majority of plant-based meat eaters are not vegans or vegetarians. Instead, they're omnivores who prefer a varied diet.
2. **Health:** A rising amount of evidence has connected red meat intake to issues such as heart disease, cancer, and diabetes in recent years.
3. **Environment:** Meat production also contributes to deforestation, soil degradation, and water pollution, according to the UN.



References

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