

# PLANT-BASED EATING: A FOCUS ON FRESH PRODUCE



As the #1 selling avocado brand, **Avocados From Mexico has partnered with NatureSweet® tomatoes** to bring real plants to the forefront of plant-based eating with the introduction of our latest kit for 2022, Power Up With Plants: Plant-based Flexitarian Eating.

Plant-based eating is a trend that is easy for dietitians to promote. After all, Americans are falling short when it comes to eating the recommended amounts of fruits and vegetables. A focus on plant-based eating is an opportunity to highlight the benefits of including more plants in all three of the eating patterns included in the Dietary Guidelines, without limiting the choices of any other foods or food groups. We're simply bringing fresh avocados and tomatoes center stage of this hot new trend.

Healthy eating is a top priority cited by shoppers motivated to buy plant-based food products.<sup>1</sup> Surprisingly, consumers that identify as strict vegetarians and vegans are not the driving force behind the plant-based eating trend – they represent less than 5% of the population. It's consumers who identify as "flexitarians" that represent the majority of shoppers purchasing plant-based products.<sup>2</sup> A combination of flexible + vegetarian, flexitarians are not strict about eating rules and continue to include dairy, eggs, and meat from time to time in meals.

## PLANT-BASED SHOPPER INSIGHTS:

- ✓ **Nearly half (48%)** of consumers look for foods and drinks labeled "plant-based" while shopping.<sup>3</sup>
- ✓ The plant-based shopper **spends over 61% more** than the average shopper.<sup>4</sup>

Nutrition experts have ripe opportunities to guide shoppers back to the produce aisle where it's easiest to find nutritious, delicious and convenient plant-based options that support health and well-being.

This exciting new kit is full of resources to help you capture the attention of the plant-based consumer throughout their shopping journey. Use these tools to promote avocados and tomatoes through e-commerce, publications, in-store and your retailers' social and digital channels.

- ✓ **Recipe Brochure** – Quick, easy and on-trend recipes
- ✓ **Coupon Tear Pad** – Engage shoppers in-store
- ✓ **Advertising Tools** (digital download)
- ✓ **Social Media Assets** (digital download)

Let us know how you're using these materials and if we can add or improve our Health & Wellness resources in the future. Sign up for our dietitian newsletter and download materials at [www.MyAvoNutrition.com](http://www.MyAvoNutrition.com). Thank you for your partnership in promoting health.

*In Good Health,*

**Barbara Ruhs, MS, RDN**

Avocados From Mexico



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[MyAvoNutrition.com](http://MyAvoNutrition.com)

### Sources:

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