

## The coming 'vegan economy'? Billion-dollar plant-based food industry rushes to satisfy eco-conscious consumers

Veganism is on the rise. The phenomenon has spawned a burgeoning industry in alternatives to animal-derived products that's already worth billions of dollars. It includes nondairy milk and cheese, imitation beef, chicken, fish and pork, and leather made from pineapple leaves or apple peel.

A sizzling initial public offering by meat substitute maker Beyond Meat Inc. underscored optimism about a new "vegan economy." The promise is rooted not just in consumers who choose to cut out meat and dairy for ethical reasons but also from the growing ranks of non-vegans concerned about their health — and that of the planet.

...

Bullish signs for the future of the vegan economy include the huge investments in plant-based foods by traditional meat and dairy companies. Surveys highlight a key breakthrough since the days when bland-sounding vegan fare was consigned to natural-food stores: Half the consumers in one U.S. survey said the main reason they choose plant-based foods is the taste.

Advocates for meat replacement argue that like it or not, humans will have to radically change their diets to avert climate change.

**Read full, original article:** [The Vegan Economy](#)