MISSION

To champion, strengthen, and elevate our members and the plant-based foods industry.

Formed in 2016, the Plant Based Foods Association (PBFA) is the first and only trade association for plant-based foods in the US. PBFA represents over 320 members—cutting-edge companies creating delicious foods such as milk, burgers, cheeses, yogurts, ice creams, and snacks made from plants.

Plant-based foods are those made from plants that do not contain any animal-derived ingredients.

PBFA partnered with third-party certifier NSF International to create the first-ever plant-based certification for packaged foods. Our seal provides an easy-to-spot visual indicator to consumers, signaling they can trust the product they are purchasing is aligned with their expectations and/or values.

The plant-based foods industry has experienced exponential and sustainable growth because consumers want to reduce consumption of animal products for reasons related to health, ethics, and/or the environment.

From 2018-2021, plant-based foods saw a 54% increase in sales—growing the value of the industry from $3.3 billion to around $7.4 billion.

PRIORITIES

1. Foster a thriving plant-based foods industry that creates, grows, and meets market demand.

2. Facilitate a shift to a plant-based food system that prioritizes the cultivation of plants for direct human consumption.

3. Ensure that plant-based products can be clearly and accurately labeled and that plant-based food companies do not face burdensome and unnecessary labeling restrictions.

4. Promote PBFA’s voluntary standards for labeling plant-based meats, milks, and yogurts to help ensure consistency, accuracy, and clarity across the industry.

5. Advocate for nutrition and dietary guidelines to recognize that a diverse array of plant-based foods can be incorporated into healthy diets.
The Plant Based Foods Institute (PBFI)\textsuperscript{1} is a non-profit organization focused on identifying and implementing strategies to help businesses drive a shift to a plant-based food system. The Institute believes that businesses are key drivers of food system transformation.

**SUSTAINABLE SOURCING INITIATIVE (SSI)**

**VISION**
To transform agriculture to support a regenerative, equitable, and plant-based future.

Economic, environmental, and political challenges continue to disrupt global food supply chains. PBFI recognizes the need for the plant-based foods industry to redesign supply networks to:

- Reduce their carbon footprint;
- Increase equity across the plant-based foods industry; and
- Create more resilient supply networks.

Benefits of sustainable sourcing:

- Diversifies and grows economic opportunities for North American farmers and rural communities;
- Restores soil health by promoting regenerative agricultural practices; and
- Creates a robust ingredient supply system that supports the sustainable growth of the plant-based foods industry.

**PBFI POLICY PRIORITIES**

Existing federal programs can be leveraged to achieve key goals in the following focal areas:

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<tr>
<th>NUTRITION</th>
<th>AGRICULTURE</th>
<th>PROCUREMENT</th>
<th>RESEARCH</th>
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<tbody>
<tr>
<td>Promote education on the benefits of culturally appropriate plant-based diets.</td>
<td>Support domestic producers of plant-based ingredients to fortify supply networks.</td>
<td>Provide technical assistance to schools procuring nutritious plant-based foods.</td>
<td>Invest in research and development for plant-based foods and diets to support better nutrition and agricultural opportunities.</td>
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<td>Expand crop insurance coverage for farmers growing crops for new markets.</td>
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\textsuperscript{1} PBFI’s sister trade association is the Plant Based Foods Association (PBFA), which works to champion, strengthen, and elevate our members and the plant-based foods industry.