



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.



PLANT BASED FOODS
INSTITUTE

The Plant Based Foods Institute (PBFI)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)



SUSTAINABLE SOURCING
INITIATIVE

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:

NUTRITION

Promote education on the benefits of culturally appropriate plant-based diets.

AGRICULTURE

Support domestic producers of plant-based ingredients to fortify supply networks.

Expand crop insurance coverage for farmers growing crops for new markets.

PROCUREMENT

Provide technical assistance to schools procuring nutritious plant-based foods.

RESEARCH

Invest in research and development for plant-based foods and diets to support better nutrition and agricultural opportunities.

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.