

# Ingredients and Diets: Developments in Plant-Based Protein

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## Abstracts

As consumers increasingly seek plant-based protein ingredients, producers are ever-more interested in plant-based food for health and sustainability; innovation around plant-based protein ingredients is surging. This briefing suggests that, besides the approach of focusing on ingredients, producers also need to consider promoting how existing foods can fit into a plant-based diet and encourage consumers to reduce animal protein by substituting more plant-based food.

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