



**We have quoted a lot of different research in episode four of Which? investigates so if you want to do any more reading here are the links to all the articles we came across while doing our investigation.**

**A quick look at Google Trends shows 'plant-based' wasn't being searched for much before 2017... it seems to have burst onto the scene in July that year, and then had a steady search incline to a peak in late 2019 / early 2020**

*<https://trends.google.com/trends/explore?date=all&q=%2Fg%2F11cknh9qp1>*

**Then there's the Northwestern University study that was released last year that found that eating two servings of red meat, processed meat or poultry each week was linked to a 3 to 7 percent higher risk of cardiovascular disease.**

*<https://www.sciencedaily.com/releases/2020/02/200203114328.htm>*

**I thought that "plant-based" meant 'only eating plants', or food made from plants... and therefore anything derived from an animal would be off the menu... That would essentially make a 'plant-based' diet the same as a 'vegan' one - loads of fruits, vegetables, nuts, seeds, grains... and no meat, dairy, eggs or, honey.**

*<https://www.forksoverknives.com/how-tos/plant-based-primer-beginners-guide-starting-plant-based-diet/>*

**But the thing is, although that is what 'plant-based' means for some people, for others it doesn't need to necessarily eliminate animal products...**

*<https://www.piedmont.org/living-better/the-difference-between-a-vegan-and-a-plant-based-diet>*

**I read this on the Vegan Food & Living website that I think sums up many thoughts on that: "Consumers see adopting a 'plant-based' diet as a positive food choice, but consider 'vegan' a committed lifestyle centred around animal rights and extending out into other lifestyle choices including beauty, fashion and homewares"**

*<https://www.veganfoodandliving.com/features/vegan-vs-plant-based-whats-the-difference/>*

**Around 14% of adults - that's over 7 million people - are following a meat-free diet. That breaks down into just over 3 million vegetarians, 1 and a half million vegans, and it does also include those who eat fish - 2 and a half million pescatarians.**

*<https://www.finder.com/uk/uk-diet-trends>*

**I was reading a Which? article published earlier this year that suggests that "In the UK we consume around twice as much meat and dairy compared with global averages"**

*<https://www.which.co.uk/news/2021/01/how-to-make-your-diet-more-planet-friendly/>*



Here's something fun you may relate to, a survey of 2,000 adults last year found that on average we're eating just six different meals on rotation every single week. And the most popular food was... Spaghetti Bolognese.

<https://www.mirror.co.uk/news/uk-news/more-half-brits-eat-just-23320464>

Marco Springmann was the lead author of a notable 20.16 report that said that If we all went vegan, the world's food-related emissions would drop by 70% by 2050

<https://www.ox.ac.uk/news/2016-03-22-veggie-based-diets-could-save-8-million-lives-2050-and-cut-global-warming>

According to an often sighted 20.18 study by Joseph Poore and Thomas Nemecek, producing just one kilo of beef creates 59.6kg of greenhouse gasses (GHG) and a kilo of lamb creates 24.5kg. Whereas a kilo of Peas and nuts create less than 1kg of GHG. per kilo.

<https://science.sciencemag.org/content/360/6392/987>

Half of all habitable land is currently farmed

<https://ourworldindata.org/global-land-for-agriculture>

According to the Water Footprint Network "A single avocado uses 60 gallons of water to grow" - a huge amount anywhere, especially the water-stressed regions of the world where many commercial avocado crops are grown.

<https://waterfootprint.org/en/about-us/news/news/grace-launches-new-water-footprint-calculator/>

It takes 628 litres of water for every litre of dairy, compared to 371 for almond, 270 for rice, 48 for oat and 28 for soy milk.

<https://science.sciencemag.org/content/360/6392/987>

There's a great write up of Pea Drink on Which? Online that says that it has impressive environmental credentials and is similar to soya nutritionally.

<https://www.which.co.uk/reviews/food-and-drink/article/plant-milks-whats-best-for-your-health-and-the-environment-arP1g7I4yCwi>

When a recent survey in America asked 1,011 Americans aged 18 to 80 what would encourage them to consider plant-based alternatives, over half responded "because it is healthier".

<https://www.edlong.com/plant-based-food-innovation-trends-whats-fueling-todays-plant-based-buzz/>

Over to Marco again on this because in his 20.16 report he calculated that if everyone in the world went vegan it would prevent more than 8 million early deaths worldwide each year

<https://www.ox.ac.uk/news/2016-03-22-veggie-based-diets-could-save-8-million-lives-2050-and-cut-global-warming>

The NHS website actually suggests limits for how much red meat we should eat. They recommend 70g or less and that this could help reduce your risk of bowel cancer.

<https://www.nhs.uk/live-well/eat-well/red-meat-and-the-risk-of-bowel-cancer/>



Research carried out by Stamford University did find that swapping out red meat for plant-based meat alternatives can indeed lower some cardiovascular risk factors... which is great news! - HOWEVER - that study was funded by the Beyond Meat group, which makes plant-based meat alternatives. So sadly we have to take what they say with a pinch of salt... Quite a large pinch in fact.

<https://med.stanford.edu/news/all-news/2020/08/plant-based-meat-versus-animal-meat.html>