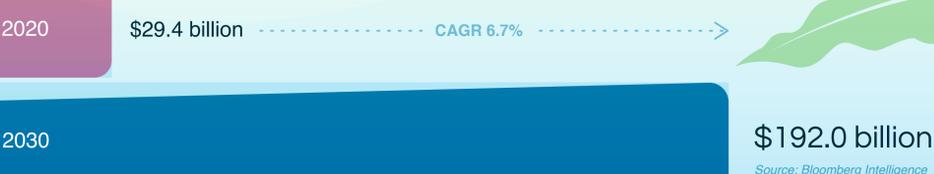


Plant-Based Alternatives

5 Ways They Benefit the Planet

Plant-based meat and dairy alternatives have taken center stage in recent years, and the market is touted to have a tremendous boom over the next decade.



The global plant-based protein market alone is expected to reach **\$10.3 billion between 2017 and 2022.**

Source: Global News Wire

Investors are starting to take notice of this explosive growth. Not only are alternative products a healthier solution compared to conventional meat products, they also have a wealth of benefits for the planet too.

How do Plant-Based Alternatives Benefit the Planet?

Consuming and producing plant-based alternatives benefit the planet in 5 main ways:



Climate Change

The conventional meat and dairy industries have a massive impact on the environment through emissions of greenhouse gases.

In fact, global animal agriculture contributes more to climate change than exhaust emissions from the entire transportation sector.



It is responsible for 14.5% of the world's greenhouse gases

Source: NY Times

Plant-based alternatives create a small carbon footprint and have low impact on the environment.

The primary ingredients in plant-based meats have very low greenhouse gas emissions, and additional processing accounts for only 13%–26% of plant-based meat's climate impact.

They could reduce greenhouse gases caused by food production by 70%, by 2050.

Source: PCRM

Land Conservation

The production of meat, eggs, and dairy requires a large amount of natural resources like agricultural land to make a profit.



83% of farmland is used for livestock but it produces just 18% of food calories

Source: Guardian

Plant-based alternatives use 47% less land compared to conventional meat production.

By switching to a more plant-based diet, we could also reduce global agricultural land use from 4 to 1 billion hectares.

Source: Our World in Data

Water Conservation

The water footprint of the animal and dairy industry is extremely high and is likely to put further pressure on the globe's freshwater resources.



Animal agriculture is responsible for 20 to 33% of all freshwater consumption in the world

Source: Science Direct

The impact that a **plant-based** diet has on water consumption is immense. A plant-based diet can reduce water consumption by up to 50%.



14 trillion gallons of water could be saved annually by using plant-based alternatives.

Source: CSPINET

Clean Water

Industrial agriculture is one of the leading causes of water pollution in the United States.

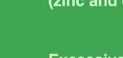
It is also responsible for other negative impacts on the water supply such as:



Heavy metal contamination (zinc and copper)



Algal bloom production killing marine life



Excessive nitrates and other contaminants in drinking water



Pathogen contamination and disease outbreaks (from animal waste)

Source: Food Print

Creating **plant-based alternatives** does not require excessive spraying of chemicals and pesticides and it causes **51% less** aquatic nutrient pollution than conventional meat.

Source: GFI

Ocean Conservation

Animal and dairy farming has led to oceanic dead zones across the world. Coupled with overfishing, we are draining our oceans of seafood at an alarming rate.



Nearly 80% of the world's fisheries are already fully exploited, over-exploited, depleted, or in a state of collapse.

Source: The World Counts

Plant-based alternatives could provide us with solutions to match our seafood consumption.

The next market for imitation fish is angling to be the next big thing in alternative protein.



U.S. sales for imitation fish products grew by over 23% in 2020.

Source: CNBC

A New Era of Plant-Based Innovation:



Sophie's Kitchen is a Nevada-based manufacturer and distributor of disruptive plant-based seafood alternatives that enable consumers to eat plant-based, without giving up the flavors they love.

With award winning recognitions and delectable recipes, Sophie's Kitchen creates plant-based imitation seafood like:



What separates Sophie's Kitchen from other plant-based alternatives in the market is that their products are **Non-GMO, Soy and Gluten Free.**

They are also focused on creating a sustainable business while creating innovative products to help our oceans and support the ocean economy.

Investing in the Future

Turning to a plant-based diet and reducing our carbon footprint has become the need of the hour, and Billy Goat Brands (CSE: GOAT) ("GOAT") can help.

GOAT offers people a simple way to invest their money into a portfolio of health-conscious, sustainability-focused and ESG-driven companies.

Learn more about GOAT and investing in the future of food now.

