

What Is a Plant-Based Eating Pattern?

While there is no universal definition of a “plant-based eating pattern,” they generally include a variety of dietary patterns with varying degrees of lower animal-based foods.

Plant-based eating patterns:^{1,2}



Focus on

Unrefined whole grains, fruits, vegetables, legumes, nuts & seeds

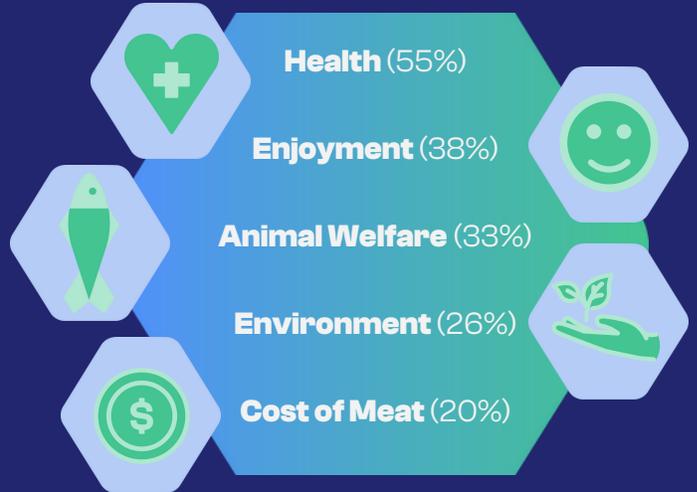


Reduce or eliminate

Meat, dairy, eggs, and/or animal by-products

TOP 5 REASONS

why consumers follow a plant-based eating pattern³



Common plant-based eating patterns^{2,4}

Though these are the most common plant-based eating patterns, a plant-based eating pattern can be tailored to meet individual preferences. Some people may follow one of these patterns part of, most of, or all of the time.

Foods Included / Excluded

Diet	Description	Beef, Poultry, Pork	Seafood	Dairy	Eggs	Other animal by-products
Vegan	Entirely plant-based, excluding all animal and animal-derived products and ingredients	✗	✗	✗	✗	✗
Vegetarian	Excludes all animal products with varying degrees of exclusion for animal-derived products	✗	✗	Maybe	Maybe	Maybe
Ovo-vegetarian	Includes eggs (ovo), but excludes dairy	✗	✗	✗	✓	✓
Lacto-vegetarian	Includes dairy (lacto), but excludes eggs	✗	✗	✓	✗	✓
Lacto-ovo-vegetarian	Includes dairy (lacto) and eggs (ovo)	✗	✗	✓	✓	✓
Pescatarian	Primarily vegetarian, but includes shellfish & fish	✗	✓	✓	✓	✓
Mediterranean	Stems from traditional meals in Mediterranean countries, characterized by high consumption of vegetables, fruits, whole grains, and healthy fats	Limited	✓	Moderate	✓	✓
Flexitarian	Semi-vegetarian eating pattern that reduces meat consumption & occasionally incorporates more plant-based dishes or meals	Moderate	✓	✓	✓	✓

NUTRITIONAL CONSIDERATIONS

While plant-based eating patterns can be healthful, not all plant-based foods are nutrient-dense. Individuals should be mindful of an eating pattern that ensures adequate nutrient intake (especially high-quality protein, zinc, iron, calcium, vitamin D, and vitamin B12 which are often under-consumed with plant-based diets) while limiting excess saturated fats, sodium, and added sugars.^{1,2}



What are potential health benefits of plant-based foods?

A growing body of research suggests, but does not yet prove, plant-based eating patterns support positive health outcomes. The majority of studies have been conducted with vegan, vegetarian, and Mediterranean dietary patterns. More research is needed to determine the impact of other plant-based eating patterns and determine the reason behind these benefits.

Weight Management



- Plant-based eating patterns may be associated with weight loss, decreased weight gain, and improved body composition due to lower calorie intake and increased satiety from a high fiber diet.⁵
- A large amount of research suggests people following vegetarian diets without calorie restriction may lose more weight than non-vegetarian groups, with people following the even more restrictive vegan diets losing even more weight than those following the lacto-ovo-vegetarian diets.⁶

Type 2 Diabetes



- A large, long-term study suggests eating less animal products is associated with a lower the risk of type 2 diabetes.⁷
- Research also suggests vegan diets may be helpful in diabetes management, including better glycemic control and decreased use of medication.⁸

Cardiovascular Disease



- The Dietary Approaches to Stop Hypertension (DASH) diet - which is low in animal products, total fat, and saturated fat, and high in fruits and vegetables - may be associated with decreased risk of heart failure.⁹

Cancer



- Analysis of several studies suggests plant-based eating patterns may be associated with lower risk of cancer - 8% lower with vegetarian diets and 15% lower with vegan diets.¹⁰
- While the mechanism is not well understood, this is likely due to the high consumption of fiber, antioxidants, and other nutrients found in plant foods, along with the reduced intake of fat from animal products.¹¹

Digestive & Gut Health



- The high fiber content of plant-based eating patterns may help promote overall digestive health.¹²
- Emerging research suggests plant-based eating patterns promote the development of a more diverse gut microbiota, though more research is needed to determine how this impacts overall health.¹³

PepsiCo products have plant-based ingredients, but have not been evaluated as part of the studies referenced above. Some examples include:*

Quaker Old Fashioned, Steel Cut, & Instant Oats



Muscle Milk Plant-Based Protein Shakes



NatuChips (Vegan)



* These products contain at least 90% of ingredients from plant sources. These products may not be suitable for a vegan or vegetarian diet, and could share manufacturing equipment with other ingredients from animal sources. These products should be consumed as part of an overall balanced diet. Please see back panels for ingredients and nutrition information.

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