The Role and Challenges of Disruptive Businesses in Impacting Animal Rights

Miyoko Schinner, Miyoko’s Kitchen Animal Law Conference, 2018
Business + Consumers = Change
WE ARE REVOLUTIONIZING THE DAIRY INDUSTRY BY PROVING YOU CAN MAKE PHENOMENAL CHEESE & BUTTER WITHOUT ANIMALS.
Dairy

- Plant Dairy
- Animal Dairy
IT’S BEEN A PHENOMENAL 4 YEARS
CATAPULTING PLANT CHEESE INTO THE MAINSTREAM
US Dairy Consumption per Capita

Fluid Milk

Cheese
“IF WE CAN GROW MEAT WITHOUT THE ANIMAL, WHY WOULDN’T WE?”

TYSON’S CEO, TOM HAYES
International food and restaurant consultants Baum & Whiteman have announced plant-based dining as the number one dining trend for 2018.
“...the future of meat alternatives beyond 2017 looks bright.”
At the Tipping Point

14% of U.S. (43 million consumers) regularly use plant-based alternatives such as almond milk, tofu, and veggie burgers.

86% of them are not vegan or vegetarian.
Regular Consumption of Plant-Based Products

43 Million Consumers

86% = Not Vegan
CONSUMERS SEE HEALTH BENEFITS IN PLANT-BASED PROTEINS

% who strongly + somewhat agree

US  CANADA

PLANT-BASED PROTEIN IS ASSOCIATED WITH POSITIVE HEALTH EFFECTS

38%  46%

17%  17%

PLANT-BASED PROTEIN OFFERS SUPERIOR NUTRITIONAL VALUE COMPARED TO ANIMAL PROTEIN

14%  19%

THERE IS NO NEED TO EAT MEAT IN TODAY’S DAY AND AGE

Source: Nielsen, Homescan Panel Protein survey, April 2017 (U.S.)
Source: Nielsen Panelviews survey, March 2017 (Canada)

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U.S. consumers’ top reasons to eat plant-based proteins

- Taste: 52%
- Health: 39%
- Environment: 13%
- Animal Protection: 11%
- Diet: 10%

Source: Mintel’s “The Protein Report: Meat Alternatives” Jan 2017, n=1,876
Challenges
Beyond the Fence Line

Are you prepared for an activist targeting your business?

Few are.

Attend this workshop to get the tools you need & learn about your rights!

Date: Monday, October 29, 2018
Time: 10:00 am - 3:00 pm
Location: SRJC Shone Farm, Warren G. Dutton Jr Ag Pavilion
115th CONGRESS  
1st Session

S. 130

To require enforcement against misbranded milk alternatives.

IN THE SENATE OF THE UNITED STATES

January 12, 2017

The following bill, which was read twice and referred to the Committee on Health, Education, Labor, and Pensions,

A BILL

To require enforcement against misbranded milk alternatives.

Be it enacted by the Senate and House of Representa-
Gotta Butter Them Up
NOT Confused
50% of households buy both plant and animal milk and know the difference!

PBFA’s standards suggest that plant-based milk labels should:

• Contain the characterizing ingredient or ingredients + milk as part of the name (i.e., almond milk, or walnut-cashew milk), or alternatively....

• Be clearly labeled as “plant-based milk,” along with the main ingredient.

• Prominently contain the words “dairy-free” or “non-dairy.”
Ill considered’ cattlemen’s petition ‘would cause chaos’ in the marketplace,’ claims North American Meat Institute

By Elaine Watson  
18-May-2018 - Last updated on 18-May-2018 at 01:09 GMT

Attempts by the US Cattlemen’s Association (USCA) to restrict use of the terms ‘beef’ and ‘meat’ to products from animals ‘born, raised, and harvested in the traditional manner,’ are “ill considered,” claims the North American Meat Institute (NAMI).

While cattle farmers are concerned about how cultured meat – which is produced from animal cells but does not involve raising or slaughtering animals - might impact the meat industry as we know it, leading meat processors see it as an opportunity rather than a threat, according to comments submitted to the USDA this week responding to USCA’s petition.

In a comment to USDA’s Food Safety and Inspection Service (FSIS), NAMI - which represents meat processors including Tyson and Cargill that have both invested in
Out With the Old, In With the New
Plant Based Farm Bill & Policy Efforts

To Create a Level Playing Field

- Support specialty crops, especially nuts, pulses, and grains
- Reform commodity subsidies and checkoff programs
- Research on plant proteins
- Farm Bill
- Dietary Guidelines for Americans (2020)
- Labeling
BIG DAIRY IS FIGHTING TO PROTECT ITS CASH COW

SPEAK UP NOW. TIME IS RUNNING OUT!
Stop the lobbyists from milking the system.
'We the people' only have until November 27th 2018 to comment.

45 11 40 25
ACT NOW
Don’t be fooled. Big dairy lobbyists are protecting profits, not people.

Step 1
READ FDA’S REQUEST FOR COMMENTS

Step 2
SUBMIT YOUR COMMENTS TO FDA
BIG DAIRY CLAIMS IT IS A PUBLIC HEALTH ISSUE?

Total Udder Lies.

- Casein in cows milk is the most relevant cancer promoter ever discovered.
- Growth hormones clog your pores and cause acne, eczema, & psoriasis.
- Linked to chronic diseases like osteoporosis, heart disease, diabetes, etc.
- Calcium from milk is poorly absorbed compared to plant-based calcium.
- Lactose doesn't digest properly, leaving people chronically bloated, gassy & sick.
- You're not a baby cow. Humans are the only species on the planet that drinks the milk of another species.
- Makes losing weight difficult due to high saturated fat content & inflammation.
- Packed with saturated fat & cholesterol, increasing cardiovascular disease risk.
- There are much tastier alternatives like coconut & almond based milks & yogurts.
- Cheese has a strong opioid effect on the brain, making it dangerously addictive.
INSTEAD OF BIG DAIRY’S SELF SERVING AGENDA, WE PROPOSE A COMMON SENSE SOLUTION FOR THE COMMON GOOD.

IT’S TIME TO UN-RIG THE FOOD SYSTEM
We propose creating an even playing field and let plant dairy go toe-to-toe (or nut-to-hoof) with animal dairy. The FDA should let consumers shape the future, not lobbyists or politics.

Why should animal-based manufacturers be given an advantage? Why should tax payers subsidize them? Why should the government mandate the sale of it’s products in our schools and institutions. Why do they get to lead labeling standards. That is not a fair and free market. It is a rigged food system.
#PLANTDAIRYREVOLUTION
JOIN THE REVOLUTION
Profit + Purpose: The New Paradigm
Disrupting through Investing

$2 Trillion of Investment!