

Huddle Up for Plants

From social media influencers to celebrity chefs, people can't stop talking about plants. Yes, plants. From cauliflower steaks to almond milk to plant-based yogurt, consumers are experimenting with ways to add more plants to their meals. This consumer interest translates to new sales opportunities for our retailer. As you're working in the aisles or engaging with our valued shoppers, use the tips in this guide to provide suggestions on how they can enjoy more plants as a part of a healthy lifestyle.

Terms to Know

Shopper interest in plants doesn't mean they're avoiding meat. In fact, more than 50 percent of Americans indicate they are eating the same amount of animal protein as a year ago and 12 percent indicate they are eating more.¹ Understanding the following terms will help you engage shoppers on the trend to eat more plants.

Plant-forward:

A style of cooking and eating that emphasizes and celebrates plant-based foods.

Plant-based:

Foods that come from plants like fruits and vegetables, whole grains, beans, nuts and seeds, soy products, and herbs and spices.

Vegetarian/Vegan:

Vegetarian eating habits don't include meat, fish or poultry but do include eggs and dairy. Vegan eating patterns avoid all animal products, including eggs, dairy and honey. Less than 5% of Americans identify as vegetarians and less than 3% as vegans.

Flexitarian:

These individuals like to experiment with different types of foods and preparation techniques and don't overcommit to one style of eating. They eat plant-forward meals with meat in a supporting role. These are our targeted shoppers.

In Aisle Shopper Suggestions

As you encounter shoppers during your shift, provide the following suggestive selling techniques to increase store sales and showcase our commitment to helping our shoppers live healthier lives and choose products that align with their desire to support sustainability.

Center Store

Looking for more protein in your eating habits? Canned beans are a convenient way to get protein (and fiber, too) in your daily meals. BUSH'S® Seasoned Black Beans make perfect breakfast tacos or veggie burgers you can throw on the grill for dinner. And they're plant-based!

Adding fruit to oatmeal or other whole grain cereal is a great way to start your day with a plant-forward breakfast. (Insert fruit name) is on sale this week so you may want to stop by our produce department. Or check out canned in juice options here in the center aisles.

Make your own trail mix to choose more plants and to customize the flavors and nutrition for your family. Just mix your favorite nuts, dried fruits and whole grain cereals.

Produce

Try adding chopped mushrooms to ground meat in your burgers, pasta sauce and tacos to reduce fat and calories while maintaining the meaty flavor you love.

Looking for a plant-powered snack? Try fresh vegetables combined with hummus to go 100% plant-powered. A customer favorite is red pepper hummus with pepper slices (or add your own favorite).

Onions are a plant-powered veggie that add flavor to every type of cuisine, including Italian, Tex-Mex, Greek, Thai and American. Are you sure you grabbed enough onions for this week's meals?

Moving vegetables to the center of the plant and the lifelong health benefits this habit provides is a great gift to give your kids. Roasting vegetables with a little good fat like canola oil is a new taste experience that kids often enjoy. Can I help you select some vegetables that are great for roasting (carrots, asparagus, sweet potatoes, mushrooms, broccoli, onions, Brussel sprouts)?

Have you ever tried making homemade salad dressing? Just blend raw onions with fresh herbs, vinegar and olive oil for a tasty homemade salad dressing. Can I help you pick out some fresh herbs and onions to give it a try?

Looking to cut carbs? Try swapping your burger bun for a grilled portabella mushroom. Can I show you our great selection of portabellas?

Meat, Fish and Poultry

Research tells us that 51% of consumers are interesting in eating meat blends. Have you tried a blend?² Simply combine diced mushrooms, such as white button or crimini, with your favorite meat or poultry to get the protein and flavor from meat and the health benefit of plants. Can I show you where the mushrooms are in our produce department?

Eating more plant-forward doesn't mean you have to give up meat. Add mushrooms, onions, grape tomatoes & colorful peppers to your beef or chicken kabobs to celebrate plants!

Frozen

Did you know that eating fruits and vegetables more days of the week can lead to greater happiness and life satisfaction? That's what I learned from the Produce for Better Health Foundation. I stock up on frozen vegetables to use in stir fry, soups and breakfast eggs. It's easy to eat plant-forward with frozen veggies on hand.

Adding plant-based foods to family favorites is a great way to get more in each day. Have you tried adding fresh vegetables like arugula, mushrooms or peppers to a frozen pizza? Or topping whole grain frozen waffles with frozen or fresh fruit?

Sources:

1. Food and Health Survey, International Food Information Council, 2019
2. Plant-Based Eating SNAP! Keynote Report, Datassentials, March 2018.

Live. **Balanced.**

