

Team Name: Just another Plant Based Meat

Group Members: Likhitha Marlapati , Tatiana Daza-Merchan, Dawn Wannasin, Celina Fonseca

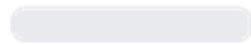
Class Assignment: Plant-based Foods for Improved Sustainability

Problem: Consumption of animal-based foods is linked to environmental problems, such as increases in greenhouse gas emissions, land use, water use, and pollution (Poore & Nemecek, 2018; Willett, 2019). Many studies show that eating a more plant-based diet is better for the health of both us and our environment (Willett, 2019).

Assignment: Come up with a plant-based food product to replace a traditional animal-based one. Come up with a good name for your product. Discuss how you would actually determine the environmental footprint of your product compared to the animal-based alternative. How would you highlight the environmental benefits of your product in marketing?

Product Name: Plant based sliced Deli Meat (Ham)

- We would be replacing the Pork in the ham with a soy based product - Tofu



(a)

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Factors affecting environmental footprint:

List factors that may affect the environmental footprint of your product:

- This can lose the gas emissions produce by the pork industry
- 0.08 kg CO₂e to produce 100 g of Tofu when compared to 9.31 kg CO₂e

to produce 1 kilogram of Ham.

- ○ This can reduce gas emission, water use and Eutrophication
- ○ Ingredients: Water, Vital Wheat Gluten, Organic Tofu (water, organic soybeans,

wheat, salt), Canola Oil, Natural Flavors, Sea salt, Beet Juice, Garbanzo Bean Flour, White Bean Flour, Potassium Chloride.

Marketing of your product:

Include a list of bullet points of factors highlighting how you would market your product to encourage consumers to switch from animal-based to meat-based products

- ○ Ham is the most consumed deli meat in the US so by creating a plant based alternative we could greatly reduce emissions
- ○ We could market this product to individuals looking to lower their saturated fat intake because of a health condition like heart disease.

- ○ We could market this product to environmentalist looking to reduce their environmental impact
- ○ This could also target people who do not eat pork for religious reasons, we could possibly market this product as a kosher alternative to ham

Citations:

Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers. *Science*, 360(6392), 987-+.

Willett, W. (2019). Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems. *The Lancet*.