

## The Global Shift to Plant Based: Is Nutrition Now Leading the Change?

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### Abstract

Plant based is a global movement that has changed the way the world of consumers eat.

There are many reasons why the shift has occurred. This includes: (1) personal health concerns, from immune health to weight management and concerns over cholesterol levels, (2) concerns for the planet, including: crop health, soil health, water conservation and cleanliness, and significant food for all, (3) animal health, from proper treatment of cows/pigs and other food animals to the humanization of domestic animals (dogs/cats, other) happening in households across the world and lastly, (4) a curiosity for a new way of eating. The genesis of the plant-based movement came from individual consumers demanding options to be free from the concern of harming animals. Has there been a shift to consider nutrition in a more dominant manner?

### PRESENTER BIOGRAPHY: JULIE MANN

Julie is a passionate food science/research and development consultant, focused on plant-based ingredients, finished products, marketing and education. She was previously the Chief Innovation Officer at PURIS Holdings, LLC. Her responsibilities included managing the R&D innovation process, while developing and executing new technologies in finished food and beverage products. Previously, Julie led Ingredion's global plant protein strategy and innovation program. This role was essential to Ingredion's future growth in plant protein and pulse-based ingredients. Mann was tasked with identifying, building, and maintaining strategic relationships with partners and customers in the global plant protein landscape and driving internal go-to-market and technical teams to achieve global leadership and breakthrough innovation in plant protein. Before taking the position at Ingredion, Mann spent 20 years at the Hershey Company. Her most recent role there was as senior manager of protein research and technology in the snacks division. She holds five U.S. patents. In addition, she holds the following board positions: Institute of Food Technologists BOD (2022-2026), International Pulse Ingredient Consortium leader, The Good Food Institute Scientific Advisory Board, and Naturally Network Minnesota. The board positions drive strategy and influence in the critical topics in food science, nutrition, plant-based alternatives and sustainability arenas. Julie has a master's degree in food science and nutrition from Penn State and Drexel University.