

Plant-based foods movement gains international momentum

New International Plant Based Foods Working Group formed to support growth of growing sector

Seven international plant-based food associations have joined forces in a working group with a mission to support the development of the sector as it surges in popularity around the world.

Formed just months before last year's United Nations Climate Change conference COP26, [The International Plant Based Foods Working Group \(IPBFWG\)](#) is made up of like-minded associations representing companies and other organizations involved in producing plant-based foods in their respective countries and regions.

The working group members will align and coordinate on high level strategy and initiatives, with the goal of advancing the plant-based food sector around the world. Our current food system is widely acknowledged as one of the contributors to many of the most pressing issues facing a global population. Plant-based foods can be part of the solution to issues that are top of mind for many consumers, companies and governments and offer real advantages when it comes to water use, land use and carbon emissions. Despite its diverse global footprint, the IPBFWG is united in its efforts to bring about a more healthy, sustainable, and humane food system.

The IPBFWG aims to:

- Support the growth of the plant-based foods movement worldwide;
- Promote the creation of a level playing field for plant-based foods;
- Foster communication, share expertise to help support the growth of the industry; and
- Promote international standards, terminology, and certifications to aide in commerce and consumer acceptance of plant-based foods.

Currently, IPBFWG's executive leadership is composed of the following organizations:

PBFC – Plant-Based Foods Canada
PBFA – Plant Based Foods Association (US)
EAPF – European Alliance for Plant Based Foods
ENSA – European Plant-based Foods Association
Plant-Based Food Alliance UK
China Plant Based Foods Association
Plant Based Foods Industry Association (India)

Beyond its seven launch partners, the IPBFWG will be expanding its membership around the world, with more organizations expected to join.

For More Information:

- Read about the IPBFWG here: <https://www.ipbfgw.org/>
- Read about our shared vision for the future: <https://www.ipbfgw.org/our-vision>

Appendix and Press Contacts

“The European Alliance for plant-based food is pleased to join forces with other national plant-based food associations, creating a global network to exchange knowledge and insights, to join forces when working on global plant-based related dossiers and to support the creation of national plant-based organization accelerating the global transition towards sustainable plant-based food systems on the different continents”

Siska Pottie
Secretary General
European Alliance for Plant-based Foods

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“The Plant-based Food Alliance UK is delighted to be part of this hugely important working group which demonstrates that the international plant-sector is coming together and collaborating to enhance its influence and effectiveness in changing food systems. We can all learn lessons from each other as well as share resources and that will help us further the plant-based movement within the UK. Plant-based diets are a key solution to climate change as stated within the recent IPCC report and joining up the plant-based sector means we can push the agenda through global forums and work to get real change.”

Marisa Heath
Chief Executive
Plant-based Food Alliance

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“The Plant Based Sector is seeing exponential growth, and a lot of effort needs to be taken to provide a level playing field for this nascent but promising industry. With the debut of IPBFWG, we have initiated a coordinated development; spirits are high and magnificent, just like one big family.”

Sanjay Sethi
Executive Director
Plant Based Foods Industry Association

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“We are very pleased to join IPBFWG and work together with other country associations in promoting the healthy and sustainable plant based diets. I truly believe this will be a huge push to build up the plant based foods ecosystem around the world. We will devote ourselves to helping the companies in China and from abroad as well develop in Chinese plant based food market.”

Larry Lee
President
China Plant Based Foods Association

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“Since 2003, ENSA the European Plant-based Foods Association has been working to raise awareness about the benefits of plant-based foods. We are delighted that the collaboration with our sister organisations across the globe is becoming more formal as the world is increasingly seeing the importance of shifting towards more plant-based diets in a healthy, sustainable and resilient food system.”

Vinciane Patelou
Director
European Plant-based Foods Association
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“As a global community, the moment in front of us is enormous. Shifting toward a plant-based food system is essential to ensuring the viability of our planet and all those that call it home. The sustained growth of the plant-based foods industry and the soaring consumer demand for plant-based products provides an incredible global opportunity for our industry and the change it will drive. By convening this International Plant Based Foods Working Group, we are setting the stage for collaboration that will drive transformation of our food system globally.”

Rachel Dreskin
CEO
Plant Based Foods Association
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“Transformation of our current food systems to one that includes more plant-based options is important and necessary to feed a growing population and to address some of the most pressing global issues. The International Plant Based Foods Working Group as a collective voice for the global community can amplify this and help to remove common barriers to innovation and availability across jurisdictions. Through communication and sharing of insights and experience, this group has the potential to have a significant impact on that transformation and to support the growing consumer demand for plant-based foods.”

Leslie Ewing
Executive Director
Plant-Based Foods of Canada
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