



Communications Strategy for Social Change

MOVEMENT MEDIA

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Plant Based Foods Association Press Coverage – 2016 Year to Date Report

Year to Date:

- ❖ **Total Press Hits Generated by Movement Media:** 151
 - Online: 70
 - Broadcast (TV & Radio): 42
 - Print (Newspapers & magazines): 39

- **Total Circulation Reached:** 82,767,524

Year to Date Press Coverage and Links

Trade Group Lobbying for Plant-Based Foods Takes a Seat in Washington

By Stephanie Strom, *The New York Times*, March 06, 2016

http://www.nytimes.com/2016/03/07/business/trade-group-lobbying-for-plant-based-foods-takes-a-seat-in-washington.html?_r=0

Plant Based Foods Association launched

By Keith Nunes, *Food Business News*, March 07, 2016

http://www.foodbusinessnews.net/articles/news_home/Business_News/2016/03/Plant_Based_Foods_Association.aspx?ID=%7B73D00A78-091C-4302-8D30-2D6473DC5631%7D&cck=1

Meatless Companies Band Together to Counter the Big Food Lobby

By Willy Blackmore, *Take Part*, March 07, 2016

<http://www.takepart.com/article/2016/03/07/plant-based-food-trade-association>

New Trade Group Gives Veggie Meat-Makers an Advocate

By Ernie Smith, *Associations Now*, March 07, 2016

<http://associationsnow.com/2016/03/plant-based-foods-association-launch/>

New lobby for plant-based foods takes seat at power table

By Stephanie Strom, *The Seattle Times*, March 07, 2016

<http://www.seattletimes.com/business/new-lobby-for-plant-based-foods-takes-seat-at-power-table/>

Meatless Companies Band Together to Counter the Big Food Lobby

Myinformatics.com, March 07, 2016

<http://myinformatics.com/en-us/a/26332536-meatless-companies-band-together-to-counter-the-big-food-lobby/>

Meatless Companies Band Together to Counter the Big Food Lobby

By Willy Blackmore, *Nation of Change*, March 07, 2016

<http://www.nationofchange.org/2016/03/07/meatless-companies-band-together-to-counter-the-big-food-lobby/>

Makers of Plant-Based Foods Gain Lobbying Voice

Specialty Food Association, March 07, 2016

<https://www.specialtyfood.com/news/article/makers-plant-based-foods-gain-lobbying-voice/>

The Plant-Based Foods Industry Gets Organized

By Andy Bellatti, *Civil Eats*, March 07, 2016

<http://civileats.com/2016/03/07/the-plant-based-foods-industry-gets-organized/>

The revolution is upon us: Plant-based foods now have a voice on Capitol Hill

By Deena Shanker, *Quartz*, March 07, 2016

<http://qz.com/630403/plant-based-foods-finally-get-a-seat-at-the-dc-table/>

Meatless Companies Band Together to Counter the Big Food Lobby

Yahoo, March 07, 2016

<https://www.yahoo.com/news/meatless-companies-band-together-counter-big-food-lobby-221428029.html?ref=gs>

Financial regulators at the White House, no thanks to 'highly paid lobbyists'

By Isaac Arnsdorf, *POLITICO*, March 07, 2016

<http://www.politico.com/tipsheets/politico-influence/2016/03/financial-regulators-at-the-white-house-no-thanks-to-highly-paid-lobbyists-213074>

Plant-Based Protein Companies Now Have Their Own Trade Group

By Sierra Tishgart, *Grub Street*, March 07, 2016

<http://www.grubstreet.com/2016/03/plant-based-protein-trade-group.html>

Lobbying group Plant Based Foods Association debuts amid category rise

By Carolyn Heneghan, *Food Dive*, March 07, 2016

<http://www.fooddive.com/news/lobbying-group-plant-based-foods-association-debuts-amid-category-rise/415123/>

New Plant-Based Trade Group To Bring Veg Message to DC

By Anna Starostinetskaya, *VegNews Magazine*, March 07, 2016

<http://vegnews.com/articles/page.do?pageId=7573&catId=1>

New Plant Based Foods Association Sprouts Up In Washington

By Phoebe Chongchua, *The Plant-Based Diet*, March 07, 2016

<http://theplantbaseddiet.com/new-plant-based-food-association-sprouts-up-in-washington/>

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Daily Blue Planet, March 07, 2016

<http://dailyblueplanet.com/2016/03/07/trade-group-lobbying-for-plant-based-foods-takes-a-seat-in-washington/>

Sign of the Times: Plant-Based Foods Now Have Their Own Trade Group

Oximity, March 08, 2016

<https://www.oximity.com/article/Sign-of-the-Times-Plant-Based-Foods-No-1>

Finally! Plant-Based Foods Take Their Place In DC Lobbying Game

Wellness Warrior, March 08, 2016

http://www.wellnesswarrior.org/finally_plant_based_foods_take_their_place_in_dc_lobbying_game

Plant Based Foods Association Launches

By Judie Bizzozero, *Natural Products Insider*, March 09, 2016

<http://www.naturalproductsinsider.com/blogs/food-beverage-perspectives/2016/03/plant-based-foods-association-launches.aspx>

Now Even Tofurky Has a Lobbyist

By Tom Philpott, *Mother Jones*, March 09, 2016

<http://www.motherjones.com/tom-philpott/2016/03/seitan-tofu-tuna-fysh-lobby-plant-based-foods-association>

First Ever Trade Association for Plant-Based Food

By Kelly Marshall, *Agwired*, March 09, 2016

<http://agwired.com/2016/03/09/first-ever-trade-association-for-plant-based-food/>

Leading plant-based food companies form first-ever trade association

New Hope, March 09, 2016

<http://www.newhope.com/business/leading-plant-based-food-companies-form-first-ever-trade-association>

Plant Based Foods Association Will Advocate For \$3.5 Billion Plant-Based Foods Sector

FoodIngredientsFirst, March 09, 2016

<http://www.foodingredientsfirst.com/news/Plant-Based-Foods-Association-Will-Advocate-For-35-Billion-Plant-Based-Foods-Sector.html?frompage=index&tracking=Headlines>

Sign of the Times: Plant-Based Foods Now Have Their Own Trade Group

By Sarah Von Alt, *Mercy For Animals*, March 09, 2016

<http://www.mercyforanimals.org/sign-of-the-times-plant-based-foods-now-have>

Vegetarian food companies finally get their own lobbyist in D.C.

By Tom Philpott, *Grist*, March 10, 2016

<http://grist.org/food/vegetarian-food-companies-finally-get-their-own-lobbyist-in-d-c/>

This War Over GMOs Could Change Your Grocery Shopping Forever

By Tom Philpott, *Mother Jones*, March 11, 2016

<http://www.motherjones.com/tom-philpott/2016/03/tiny-states-gmo-labeling-law-causing-massive-uproar>

Vegan-friendly food companies launch first US trade group to promote plant alternatives

By Tim Walker, *The Independent*, March 12, 2016

<http://www.independent.co.uk/news/world/americas/vegan-friendly-food-companies-launch-first-us-trade-group-to-promote-plant-alternatives-a6928261.html>

Meatless Companies Band Together to Counter the Big Food Lobby

Green Food Magazine, March 12, 2016

<http://greenfoodmagazine.com/meatless-companies-band-together-to-counter-the-big-food-lobby/>

Vegan-friendly food companies launch first US trade group to promote plant alternatives

By Tim Walker, *Global Good News*, March 12, 2016

<http://www.globalgoodnews.com/business-news-a.html?art=1457886716156062024>

The Hippies Were Right: 'Health' Food Is Now Just American Food

By Barb Stuckey, *Forbes*, March 14, 2016

<http://www.forbes.com/sites/barbstuckey/2016/03/14/the-hippies-were-right-health-food-is-now-just-american-food/#5b1034b057bf>

How 2 Women Are Planning to Take On the Powerful Meat Industry

By Dan Mitchell, *Fortune*, March 16, 2016

<http://fortune.com/2016/03/16/plant-based-food-lobbying/>

23 Innovative Plant-Based Food Companies

By Andrea Hayley, *The Epoch Times*, March 17, 2016

<http://www.theepochtimes.com/n3/1995689-23-innovative-plant-based-food-companies/>

Plant-Based Food Companies Form Trade Association

Quality Assurance Magazine, March 21, 2016

<http://www.qualityassurancemag.com/article/plant-based-food-companies-form-trade-association/>

How Pinnacle Foods' Boulder Brands is looking to drive growth after challenging 2015 – Expo West

By Katy Askew, *Just-Food*, March 22, 2016

http://www.just-food.com/interview/how-pinnacle-foods-boulder-brands-is-looking-to-drive-growth-after-challenging-2015-expo-west_id132755.aspx

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Health Journal 365, March 23, 2016

<http://www.healthjournal365.com/meatless-companies-band-together-counter-big-food-lobby/>

Is Growing Your Own Food the Only Way to Truly Be Vegetarian or Vegan?

EcoWatch, April 02, 2016

<http://www.ecowatch.com/is-growing-your-own-food-the-only-way-to-truly-be-vegetarian-or-vegan-1891077786.html>

Attention vegetarians: Your salad was probably grown with the blood and bones of dead animals

By Ari Levaux, *Raw Story*, April 08, 2016

<http://www.rawstory.com/2016/04/attention-vegetarians-your-salad-was-probably-grown-with-the-blood-and-bones-of-dead-animals/>

Finally, the Plant-Based Food Industry Gets Its Own Trade Association

By Susan Bird, *Care2.com*, April 11, 2016

<http://www.care2.com/causes/finally-the-plant-based-food-industry-gets-its-own-trade-association.html>

Turmeric Takeover, Hot Honey and Matcha Mania: A 2016 Natural Foods Expo Report
By Annelies Zijderveld, *Paste Magazine*, April 15, 2016
<https://www.pastemagazine.com/articles/2016/04/2016-food-trend-forecast-natural-products-expo-wes-1.html>

The Plant-Based Food Lobby and America's Food Fight
By Jedamiah Wolf, *Plant Experts*, April 26, 2016
<http://www.planetexperts.com/plant-based-food-lobby-americas-food-fight/>

New Trade Association Wants to Level the Playing Field for Plant-Based Foods
By Michael Crane, *Nutritional Outlook*, May 03, 2016
<http://www.nutritionaloutlook.com/trends-business/new-trade-association-wants-%E2%80%9Clevel-playing-field%E2%80%9D-plant-based-foods>

Plant Based Foods Association to advocate for \$3.5bn sector
FoodBev Magazine, May 04, 2016
<http://www.foodbev.com/news/plant-based-foods-association-to-advocate-for-3-5bn-sector/>

Where's the beef? Flexing its political muscle in Washington
By Michele Simon and Elizabeth Kucinich, *The Hill*, May 09, 2016
<http://thehill.com/opinion/op-ed/279280-wheres-the-beef-flexing-its-political-muscle-in-washington>

How Kind Bars Pushed the Label on Being 'Healthy'
By Tove Danovich, *Take Part*, May 10, 2016
<http://www.takepart.com/article/2016/05/10/fda-healthy>

Got Ads? Agriculture Industry Attempts to Cover Its Tracks Against FOIA Requests
By Sara Ventiera, *Village Voice*, May 12, 2016
<http://www.villagevoice.com/restaurants/got-ads-agriculture-industry-attempts-to-cover-its-tracks-against-foia-requests-8589350>

How Kind Bars Are Helping Push the FDA to Reconsider What 'Healthy' Means
By Tove Danovich, *EcoWatch*, May 13, 2016
<http://www.ecowatch.com/how-kind-bars-are-helping-push-the-fda-to-reconsider-what-healthy-mean-1891129898.html>

Attention Vegans, Happy Hour Just Got A Lot Happier: Baileys Is Making An Almond Milk Liqueur
By Tabitha Shiflett, *Inquisitr*, May 21, 2016
<http://www.inquisitr.com/3120601/attention-vegans-happy-hour-just-got-a-lot-happier-baileys-is-making-an-almond-milk-liqueur/>

Get back to the land, if only to visit a Northeast Ohio farm

By Debbi Snook, *The Plain Dealer*, June 08, 2016

http://www.cleveland.com/cooking/index.ssf/2016/06/get_back_to_the_land_if_only_t.html

Plant-Based Food and Drinks Are Scaling the Food Chain

By Kimberly J. Decker, *Nutritional Outlook*, June 15, 2016

<http://www.nutritionaloutlook.com/food-beverage/plant-based-food-and-drinks-are-scaling-food-chain>

Plant-Based products target carnivores too, Packaged facts report

By Adi Menayang, *Food Navigator USA*, June 15, 2016

<http://www.foodnavigator-usa.com/Markets/Plant-based-products-target-carnivores-too-Packaged-Facts-report>

Plant Based Foods Association Argues Idaho Ag-gag Law Is Anti-competitive

PR Web, June 22, 2016

<http://www.prweb.com/releases/2016/06/prweb13504712.htm>

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Press Release Rocket, June 22, 2016

<http://www.pressreleaserocket.net/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive/462647/>

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<http://www.nbcrightnow.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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Neurn News Today, June 22, 2016

<http://neurn.com/idaho-ag-gag-law-is-unconstitutional-plant-based-food-group-argues>

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<http://www.ktre.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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9 & 10 News, June 22, 2016

<http://www.9and10news.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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<http://www.keyc.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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<http://www.kcentv.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

Plant Based Foods Association Argues Idaho Ag-gag Law is Anti-competitive

CBS 19, June 22, 2016

<http://www.cbs19.tv/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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<http://www.wdrb.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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<http://www.kxnet.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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MS News Now, June 22, 2016

<http://www.msnewsnow.com/story/32278100/plant-based-foods-association-argues-idaho-ag-gag-law-is-anti-competitive>

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<http://www.onenewspage.com/n/Press+Releases/759otvvuz/Plant-Based-Foods-Association-Argues-Idaho-Ag-gag.htm>

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By Carolyn Heneghan, *Food Dive*, July 08, 2016

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Why Sydney's appetite for vegan dining keeps growing

By Lee Tran Lam, *Good Food*, July 13, 2016

<http://www.goodfood.com.au/eat-out/news/why-sydneys-appetite-for-vegan-dining-keeps-growing-20160425-go36ta>

Amid Surge Of Money Into Alternative Foods, Some Say It's Time To Bury The Word 'Vegan'

By Barb Stuckey, *Forbes*, July 19, 2016

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Beef Industry Says It's Largely Sustainable Already

By Venessa Wong, *BuzzFeed News*, August 10, 2016

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By Joseph Erbentraut, *The Huffington Post*, August 19, 2016

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