



Our Constituents

- **Member Companies** – Advocate for policies that promote plant-based foods and give companies a voice in the policy arena and across all media platforms.
- **Consultants/Service Providers/NGOs** – Provide opportunities to help shape the public discourse on plant-based foods, and support the industry as a whole.
- **Retailers / Food Service / Health Professionals** – Engage positively with those in a position to help further the adoption of plant-based foods.
- **Government** – Make compelling and genuine contributions to policy discussions to highlight the benefits of plant-based foods and encourage their wide adoption.
- **Media** – Always available to provide trustworthy and expert commentary related to plant-based foods news and connect reporters with subject matter experts.
- **Public** – Ensure that educational messages about plant-based foods are a part of the public dialogue so that the public is able to make informed choices.

Our Values

- **Honesty and Trust** – Provide factual, clear, consistent information.
- **Compassion and Reverence** - for people, animals, and the planet.
- **Positive Engagement** - respectful, non-judgmental information and interaction.
- **Community and Collaboration** - provide mentorship and guidance for young companies and promote supportive relationships among members.
- **Diversity and Inclusion**: create a climate that fosters belonging and respect, to ensure our members, staff, board of directors, and others we engage with represent a variety of backgrounds, identities, and perspectives.