“The Plant Based Foods Association is the single most important trade organization representing the interests of plant-based food companies.”

David Benzaquen
Founder & CEO, PlantBased Solutions
PBFA launched to tremendous fanfare in 2016 and has grown from 22 members to more than 100 company members, 80 affiliate members, and 11 investor members in just two years.

Our second year was notable for attracting large new members such as Campbell Soup Company, as well as launching a third membership category for investors. On the policy front, the “Dairy Pride Act” put us on the map in Congress through our fight against a bill that would impede our members’ ability to clearly communicate with consumers.

This year we also launched the PBFA Research and Education Fund, an affiliate organization that allows us to accept tax-deductible donations. Already, we have raised enough money through this new entity to hire additional staff to further our mission.

Thanks to our passionate members, donors, and other supporters, we are taking plant-based foods to the next level, together.

– Michele Simon
“Working together with the Plant Based Foods Association, we can advance our shared goal of bringing more plant-based foods to consumers.”

Ed Carolan
President, Campbell Fresh

“As investors in plant-based food businesses, we believe a food revolution is underway. The collective work the Plant Based Foods Association is doing is essential to helping that revolution succeed.”

Nicole Brodeur and Alex Payne
Investors
In less than two years, we are proud to have topped 100 member companies. (We launched with 22 members.) Our members represent a wide array of businesses, including packaged food makers, restaurants, meal delivery services, ingredient suppliers, and distributors.

In a sure sign of changing times, Campbell Soup Company joined in 2017 as our largest member to date. Having large and established food companies join PBFA legitimizes the plant-based food sector in general, and PBFA’s representation of the industry. Other large companies are sure to follow their lead. We’re also proud of our many start-up and smaller member companies.

Our affiliate membership is strong at 80 members, with both businesses and individuals supporting our mission. And in 2017, we added a new membership opportunity for investors. They play a critical role in providing plant-based start-ups with the capital needed to succeed. At launch, ten investment firms – some invested in our member companies – joined to support the PBFA mission.

Our members enjoyed mingling at the Natural Product Expo West, where we had more than 400 attendees at our reception – our biggest party yet. At the Natural Products Expo East, we organized an entire educational track with four panels on plant-based foods. We also hosted our first educational session for our members. The topic was How to Get Your Company Ready for Investment. The breakfast event was a huge success and well attended. Thanks to our friends at Plant Based Solutions for partnering with us.
In 2017, PBFA successfully led the policy fight to stop the Dairy Pride Act, a bill promoted by the dairy industry that would not allow the use of words such as “milk” or “cheese” on plant-based alternatives. PBFA formed a coalition that includes the Soyfoods Association of North America, Blue Diamond, Campbell Soup Company, and the Good Food Institute. In addition, our ED, along with several PBFA members, lobbied members of Congress numerous times throughout the year to stop the bill.

In the fall, PBFA hosted a successful day of meetings on Capitol Hill for eight of our members to tell their representatives not to support the Dairy Pride Act. We also held a luncheon in collaboration with the Congressional Vegetarian Staff Association, co-hosted by three members of Congress. We are especially grateful for Rep. Ted Deutch of Florida for saying a few words at the event. The lunch was catered using delicious ingredients from our members. The room was so packed we ran out of food.

Also in 2017, we made considerable progress in our effort to create voluntary labeling standards for each of the plant-based foods categories, starting with milks. Toward that end, we established a standards committee, met with FDA, and conducted a consumer survey to guide our process. Stay tuned in 2018 for the outcome of this effort.
“I really appreciated getting to know more about how the congressional process works and to learn that there are so many thoughtful and considerate people doing such great work that is truly in line with our own.”

Nicole Sopko  
VP of Upton’s Naturals,  
PBFA board member

“I was surprised by how much each staffer was engaged by the discussion and how many we met that were already personally committed to plant-based foods. And, I was really blown away by the attendance at the luncheon.”

Doug Radi  
CEO of Good Karma Foods,  
incoming PBFA board member
One of our most important goals is to increase consumer access to our members’ foods, both in retail and in food service. In 2017, we focused on gathering the data we need to educate retail buyers and food service operators that plant-based options makes good business sense.

We also created the first of its kind searchable database that allows users to search all PBFA members for specific categories of plant-based foods, as well as by state.

In collaboration with the Good Food Institute, PBFA commissioned the retail data firm Nielsen to analyze and define data – for the first time – across each plant-based food category. The results showed an impressive 8.1 percent in growth over one year, with some categories growing at much higher rates. Media coverage included Food Navigator, Food Business News, and even Global Meat News took notice. We also shared the data with members of Congress on our Lobby Day.
If there was any doubt in year one, 2017 clearly established PBFA as the go-to resource for media on the plant-based foods industry. Several issues and newsworthy events garnered much positive press for PBFA and our members including: The Dairy Pride Act, our Nielsen data, and Campbell Soup Company joining, which was covered by *Bloomberg*, *Politico*, and *Food Navigator*, among many others.

- **The New York Times**
  Got Almond Milk? Dairy Farms Protest Milk Label on Nondairy Drinks

- **The Washington Post**
  The surprisingly heated political battle raging over the word milk

- **Bloomberg**
  Campbell Soup Is Joining the Vegetarians

Total Press Hits Generated: **822**
- Online: **204**
- Broadcast (TV & Radio): **244**
- Print (newspapers & magazines): **374**

Total Circulation Reached: **449,588,368**

“The Plant Based Foods Association has been an invaluable resource for us as a young and fast-growing business. We are so fortunate to be members of a passionate and like-minded food association.”

**Aubry Walch**
Co-founder of The Herbivorous Butcher
For the second year in a row PBFA exceeded its fundraising goals, despite having very limited staff support. Finishing the year so strong has allowed us to hire additional full-time staff for 2018.

Also in 2017, we formed a 501(c)(3) non-profit organization, which allows donations to be tax-deductible. In contrast to PBFA, “The Fund” will not conduct lobbying activities, but is focused instead on our outreach, education, and research activities. For example, our retailer outreach, consumer surveys, and related activities are funded through this entity.

Huge thanks to these major supporters of PBFA and the Fund:

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**Board Members**

Jaime Athos, CEO, The Tofurky Company, **BOARD CHAIR**  
Martin Kruger, COO, Follow Your Heart, **TREASURER**  
Nicole Sopko, VP, Upton’s Naturals, **SECRETARY**  
Michael Lynch, VP of Marketing, Daiya Foods  
Doug Radi, CEO, Good Karma Foods  
Miyoko Schinner, CEO, Miyoko’s Kitchen

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**Staff**

Michele Simon, JD, MPH, **EXECUTIVE DIRECTOR**  
Sara Rutkowski, **MEMBERSHIP DIRECTOR**  
Janli Degenhardt, **COMMUNICATIONS DIRECTOR**  
Ciara LaChaux, **PROGRAM COORDINATOR**  
Shannon Campagna, **LOBBYIST**
“Follow Your Heart was eager to join with others in founding the Plant Based Food Association, because we believe so strongly in the value of plant-based foods. This effort has clearly been very successful and has also been effective in helping us to sharpen the focus on our company’s mission.”

Bob Goldberg
CEO, Follow Your Heart
OUR 100 MEMBERS

22 Days Nutrition
The Abbot’s Butcher
Algorithm Ingredients
Alpha Foods
Baked LA
Barvecue
Beanfields Snacks
Bee Free Honee
Blode Kuh Artisan
Vegan Products
Botany Group
bRAW
Bumble Bloom
Califia Farms
Campbell Soup Company
Cena Vegan
Coconifty Company
Coconut Cloud
Corbion Algae Ingredients
Daiya Foods
Dr. Bronner’s
Drink Eat Well
Eco Friendly Foods Initiative
Edlong
Elmhurst Milked
Fig Food Company
Follow Your Heart
Fuji Plant
Protein Labs
Good Catch
Good Karma Foods
Healthful Habits
The Herbivorous Butcher
The Honest Stand
Hungry Planet
Innovopro
The Jackfruit Company
Jnana Organics
Kale Personal Chef Services
Karma Nuts
Koa
Lavva
Let Thy Food
Lightlife Foods
Little Vine Foods
Louisville Vegan Jerky Co
Luna and Larry’s Coconut Bliss
Malk Organic
Massel USA
Melt Organic
Milkadamia
Miyoko’s Kitchen
Mooala Brands
NadaMoo!
New Barn
New Wave Foods
Next Level Burger
Nicobella Organics
No Evil Foods
NoBull Burger
Nora’s Non-Dairy
Northbest Natural Products
NuTek Food Science
Nurtlogs
Nuttin Ordinary
Oatly
Ocean Hugger Foods
Outstanding Foods
Parabel USA
Pizzey Ingredients
Plant Alchemy
PlantPure
Quorn
Radical Plants
Realize Foods revit
Revolution Gelato
Rule Breaker Snacks
Schouten USA
Sophie’s Kitchen
Spinaca Farms
Sprout Organic Foods
Suncore Foods
SunRhize Foods
Sunshine Burger
Sustainable Snacks
Sweet Earth Natural Foods
The Tofurky Company
Tofutown
Treeline Cheese
Upton’s Naturals
Veestro
Vegan Dream
Vegan Rob’s
Vegetarian Traveler
Veggemo
Venice Bakery
The Very Good Butchers
V-Grits
Violife USA
Wayfare Foods
Zoni Foods