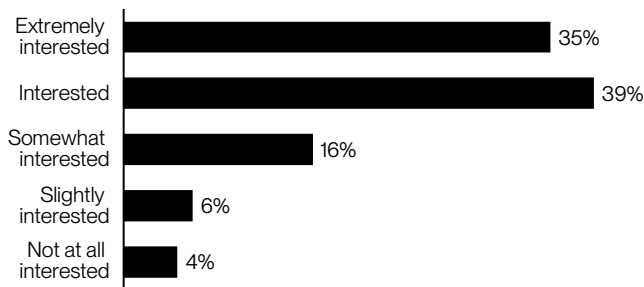


NECTAR, a new initiative from Food System Innovations, is on a mission to accelerate the protein transition with taste. **Future of the Industry 2024: Plant-Rich Meat** analyzes data from sensory panels with 1,192 omnivores across 9 plant-rich meat categories. Plant-rich meats are products that blend conventional animal protein with a significant proportion of plant-based ingredients, delivering improved nutrition and a reduced environmental impact while preserving—or even enhancing—the taste of conventional meat. This report explores the mainstream potential of plant-rich products and offers insight into key R&D opportunities.

1 Consumers are interested in plant-rich meat

74% of consumers are 'extremely interested' or 'interested' in plant-rich meats.



2 Broader market appeal

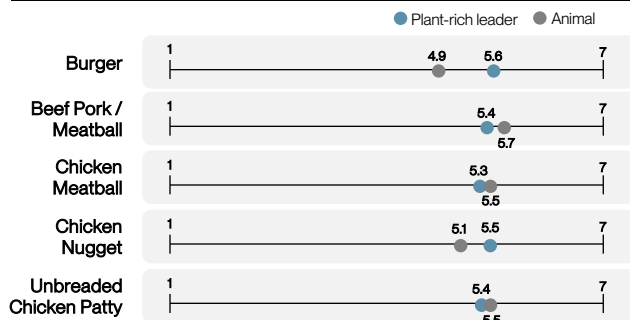
Plant-rich meats are more appealing to omnivores than plant-based meats

Mean purchase intent (1-7)

	Plant-based	Plant-rich
Omnivores	4.7	5.1
Flexitarians	5.4	5.3

3 Plant-rich products can outperform the animal

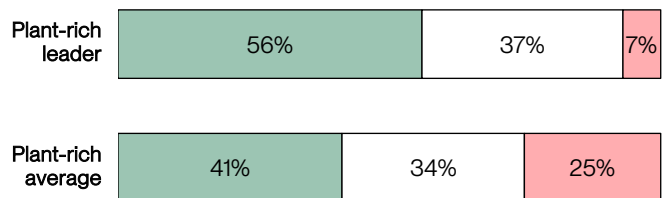
Plant-rich burgers and nuggets beat animal benchmarks in blind taste tests. Unbreaded chicken patties, chicken meatballs, and beef/pork meatballs performed similarly.



4 Opportunity to invest in R&D

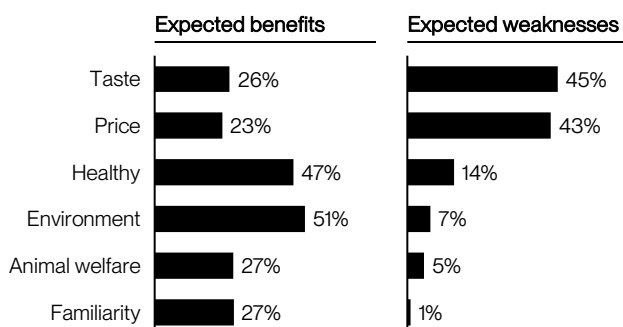
There is a wide gap in liking between the leading and average plant-rich products.

Promoters: Ratings of 'like very much' or 'like'
Passives: Ratings of 'neither like nor dislike' or 'like somewhat'
Detractors: Ratings of 'dislike very much', 'dislike', or 'dislike somewhat'



5 Presumed weaknesses on taste and price

Consumers recognize health benefits but raised objections in key areas: taste and price.



The juicy details

Demographics: 1,192 American omnivores and flexitarians evenly split on gender aged 18 and up. The sample leaned younger and higher educated.

Methods: Panels were conducted by Palate Insights using a Restaurant Pulse in San Francisco during May-July of 2024. Products were cooked according to manufacturer instructions using consistent equipment types and were served in dressed contexts (i.e., hot dog in a bun with condiments of a participant's choice)

Plant-based benchmark: A commercially available leading plant-based product as identified in previous sensory testing.

Plant-rich average: The aggregate performance of every plant-rich product in a category (e.g., all plant-rich burgers).

Plant-rich leader: The plant-rich product in each category with the highest mean liking score.

Animal benchmark: The conventional 100% animal product selected due to widespread availability / representativeness.