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Plant-based milk becoming more popular – 2nd May, 2022

Level 4

Plant-based milk has become popular in the past ten years. More people are switching to vegan diets. One reason for this is the global rise in food prices. This has been worsened by the Ukraine War, which has increased the price of fertilizer and feed for cows. Many countries rely on Russia for fertilizer. In addition, Ukrainian corn used to feed cows is drying up. Fertilizer prices have risen fourfold and animal feed by 70 per cent.

The plant-based milk market is set to double. Experts say it will rise to \$53 billion in 2028 from \$22 billion in 2021. Consumers have a huge choice of plant-based milks. Supermarkets sell milk made from soy, almonds and coconuts, among other things. In February, A Swedish company launched the world's first potato milk. It is described as being "deliciously creamy". The dairy milk industry is reminding people that its milk is rich in calcium and protein.

Level 5

Plant-based milk has grown in popularity in the past decade. More people are switching to vegan diets and sustainably produced food. A recent cause of people moving from dairy to plant-based milk is the global rise in the prices of food. This has been worsened by Russia's war with Ukraine. This has increased the costs of fertilizer and feed for cows. Many countries rely on Russia for over 50 per cent of their fertilizer supply. In addition, Ukrainian corn used to feed cows is drying up. A farming union in the UK said fertilizer prices have risen fourfold and animal feed by 70 per cent.

The plant-based milk market will double in the next ten years. Experts say it will rise to \$53 billion in 2028 from \$22 billion in 2021. Consumers now have a huge choice of plant-based milks. Supermarket shelves are stocked with milk made from soy, almonds, coconuts, cashews, and oats. In February, A Swedish company launched the world's first potato milk, called Dug. It is described as being "deliciously creamy" and "the most sustainable plant-based dairy alternative on the market". The dairy milk industry is reminding people its milk is rich in calcium and protein.

Level 6

Plant-based milks have been growing in popularity for the past decade. This is because more people are switching to vegan diets and foods that are more sustainably produced. A recent cause of people switching from dairy to plant-based alternatives is the global rise in the prices of foodstuffs. This has been exacerbated by Moscow's invasion of Ukraine. This has increased the costs of fertilizer and feed for cows. Many countries in Europe and Asia rely on Russia for over 50 per cent of their fertilizer supply. In addition, the supply of Ukrainian corn used to feed cows has almost dried up. The UK's National Farming Union has said fertilizer prices have risen fourfold and animal feed by 70 per cent.

The global plant-based milk market is projected to more than double in the next ten years. Experts have forecast a rise to \$53 billion in 2028 from \$22 billion in 2021. Consumers now have a dizzying array of plant-based milk options. Supermarket shelves are stocked with milk made from soy, almonds, coconuts, cashews, oats and more. In February, the world's first potato milk was launched. It is from a Swedish milk brand called Dug and is described as being "deliciously creamy". Dug is advertised as, "the most sustainable plant-based dairy alternative on the market". The dairy milk industry is defending its product. It is reminding people that dairy milk is rich in calcium, protein and vitamin D.