

Plant-based Milk Continues to Grow in Popularity

VOCABULARY WORDS

1. **vegan** /'vi:.gən/ (noun) a person who does not eat any animal products, such as meat, fish, eggs, cheese, etc.
Example: Vegans get all the protein they need from nuts, seeds, and cereals.
2. **feed** /fi:d/ (noun) food eaten by animals that are not kept as pets
Example: The prices of cattle feed are continuously increasing.
3. **fourfold** /'fɔ:r.fəʊld/ four times as big or as much
Example: There was a fourfold increase with the price of oil when the war broke out.
4. **stock** /stɔ:k/ (verb) to fill something such as a cupboard or shelves with food or goods
Example: He has a part-time job stocking shelves in the local supermarket.
5. **alternative** /ɔ:l'tɜ:.nə.tɪv/ (noun) something that is different from something else, especially from what is usual, and offering the possibility of choice
Example: There has to be an alternative to people sleeping on the streets.



Plant-based milk has 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 food.

This is one of the effects of the Russia-Ukraine War. It has increased the costs of fertilizer and **feed** for cows. Many countries in Europe and Asia rely on Russia for over 50 percent 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 said fertilizer prices have risen **fourfold** and animal feed by 70 percent.

The global plant-based milk market is expected to more than double in the next ten years. Experts predicted a rise to \$53 billion in 2028 from \$22 billion in 2021. Consumers now

have a wide variety of plant-based milk. 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.

DISCUSSION QUESTIONS

1. What plant-based milk would you like to try?
2. What do you think of the idea of potato milk?
3. Are there any bad things about dairy milk?
4. Why are more people turning to veganism?
5. How will the war in Ukraine affect food prices?