

# Next level pea protein performance.

Growing consumer demand for nutrition sourced from plant proteins means clean food ingredients such as pea protein are becoming more popular. ADM's pea protein portfolio offers tremendous functionality with great taste, light color, enhanced texture and mouthfeel to help you develop on-trend, label-friendly applications.



The flexitarian lifestyle continues to gain momentum, creating a greater demand for plant-based foods and beverages.

**42%**

of global consumers are following a flexitarian diet<sup>1</sup>.

**56%**

of global flexitarians are approaching the lifestyle by trying to eat more plant-based food and beverages<sup>2</sup>.



## What's driving growth?

Health | Variety | Protein Diversity



ADM's research shows that **health is the number one consideration globally for consumers choosing plant-based solutions** (across meat and dairy alternatives)<sup>2</sup>. In addition, **consumers are looking to bring more variety and protein diversity into their diets with plant proteins**.

## Protein source matters.

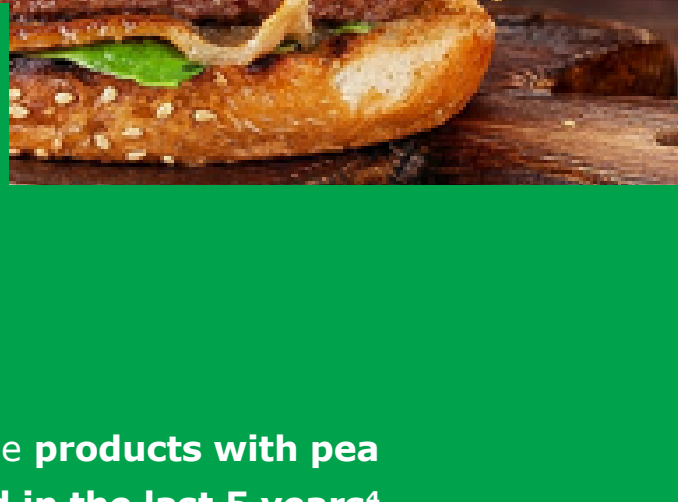


Our new proprietary research also showed that **plant protein consumers in the US, UK and Germany are more motivated by the protein ingredient source** (soy, pea, chickpea, etc.) **than they are by the final product benefit**, for the major plant-based categories of meat and dairy alternatives<sup>3</sup>.



Plant protein consumers in Brazil, US and China say **the importance of plant-based protein type used in final application is "very important"**<sup>2</sup>.

## Plant-based protein? Yes, peas!



### Market Potential

Global food and beverage products with pea proteins have doubled in the last 5 years<sup>4</sup>.

### Consumer Approved

Pea protein is a consumer-approved alternative option to soy protein. The top three attributes global plant protein consumers most associate with pea protein are<sup>2</sup>:



**34%**

Healthy/Nutritious



**32%**

Safe

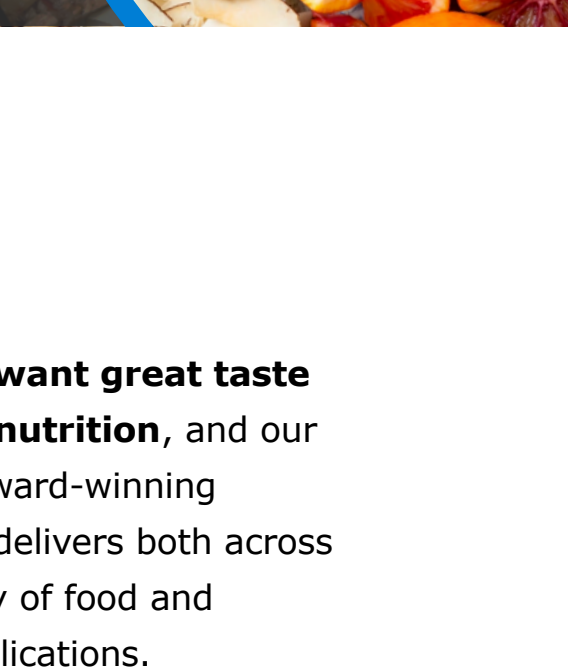


**29%**

Clean/Natural

Pea protein satisfies global plant protein consumers' desire for health, variety and protein diversity.

## Award-winning pea proteins that don't compromise on taste or nutrition.



**Consumers want great taste and quality nutrition**, and our portfolio of award-winning pea proteins delivers both across a wide variety of food and beverage applications.



**Our ProFam® Pea 580 Protein Powder won Fi Europe's virtual Ingredient Innovation Awards 2020**, with the judges comparing taste, texture, functionality and nutritional value with non-plant based products (and our competitors' offerings).

## Our pea protein portfolio is a formulator's dream.

ADM's growing pea protein portfolio offers optimization across a wide variety of protein-forward applications.

Count on our pea proteins to deliver more:

+ Clean taste

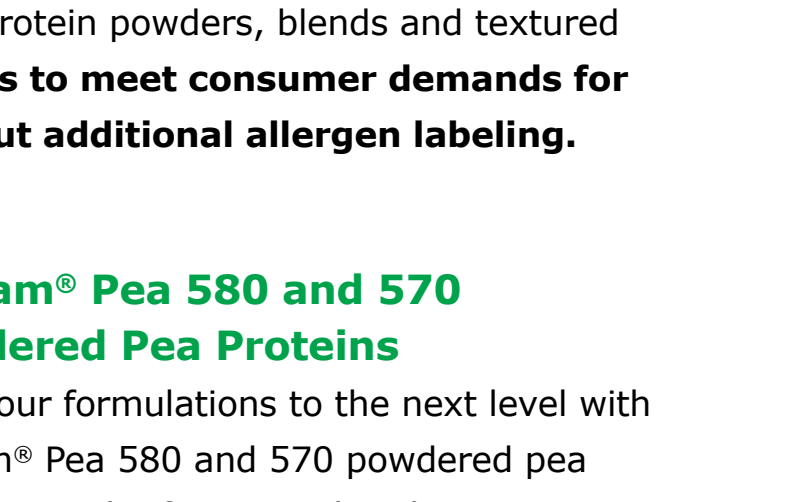
+ Light color

+ High functionality

+ **65-80% minimum protein content (on moisture-free basis)**

+ North American grown and produced

## A game-changing portfolio.



ADM's innovative portfolio of pea protein powders, blends and textured pea proteins **enables our partners to meet consumer demands for plant protein nutrition without additional allergen labeling**.



### ProFam® Pea 580 and 570 Powdered Pea Proteins

Take your formulations to the next level with ProFam® Pea 580 and 570 powdered pea proteins. Both of our powdered pea proteins offer enhanced functionality, with ProFam® Pea 580 featuring great solubility and gel strength; and ProFam® Pea 570 featuring low viscosity for high protein bars and snacks.



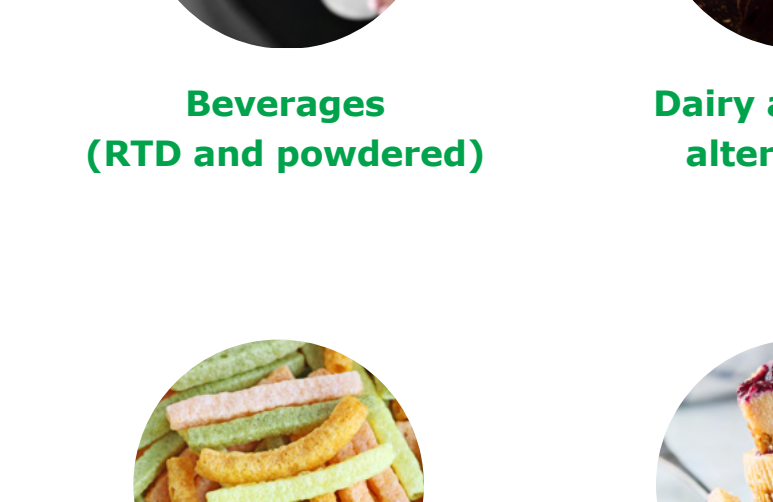
### AccelFlex™ TS PC70 and TS PN65 Textured Pea Proteins

The perfect combination of pea protein and chickpea or navy bean for premium, protein diverse meat alternative food products. Their high water-holding capacity and faster hydration properties help you formulate meat alternatives with the bite and chew consumers expect.



### MaxFlex™ Pea Wheat 002 & Pea Rice 003 Powdered Protein Blends

Combine MaxFlex™ synergistic and nutritionally enhanced powdered pea protein blends in a range of product formulations to maximize protein content and functionality. Amplifying consumer-driven protein diversity desires, while bringing protein with high PDCAAS scores (0.89 and higher), MaxFlex™ blends elevate baked goods, snacks, and beverage applications.



## More applications. More benefits.



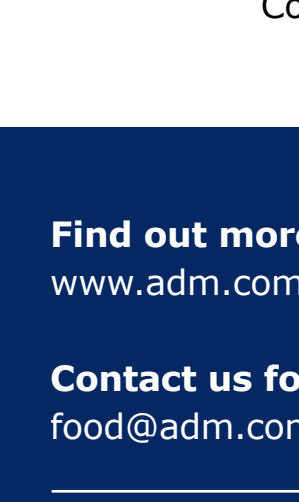
**Beverages (RTD and powdered)**



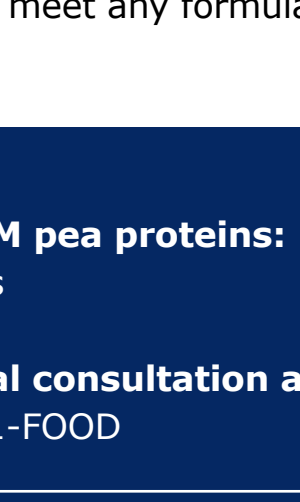
**Dairy and dairy alternatives**



**Nut butters**



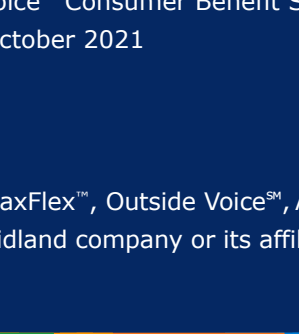
**Snacks & bars**



**Baked goods**



**Cereals**



**Meat alternatives and processed meat**



**Ready meals & side dishes**

ADM's award-winning portfolio of on-trend plant protein ingredients, combined with our unmatched expertise, technical ingenuity and turnkey capabilities can help you bring world-class innovations to market faster. Count on us to meet any formulation challenge.

**Find out more about ADM pea proteins:**  
[www.adm.com/peaproteins](http://www.adm.com/peaproteins)

**Contact us for a technical consultation and samples:**  
[food@adm.com](mailto:food@adm.com) or 844-441-FOOD

#### SOURCES:

<sup>1</sup> Euromonitor 2020

<sup>2</sup> ADM Outside Voice™ Plant Protein Consumer Discovery, August 2020

<sup>3</sup> ADM Outside Voice™ Consumer Benefit Study, June 2021

<sup>4</sup> Mintel GNPD, October 2021