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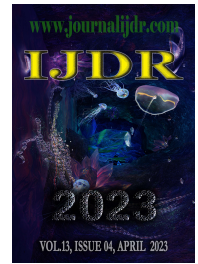
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RESEARCH ARTICLE

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A STUDY ON THE PRODUCTION AND DISTRIBUTION OF PLANT BASED MEAT ALTERNATIVES

¹Mrs. Shilpa Mary. T., ¹Mr. Raghu Anand, ^{*2}Eepsith Chundururu, ²Harshit Agarwal, ²Varun Gupta and ²Diyanshu Mehra

¹Assistant professor, Center for Management Studies- JAIN (Deemed-to-be-University)

²Student, Center for Management Studies- JAIN (Deemed-to-be-University)

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^{*}Corresponding author: Eepsith Chundururu,

ABSTRACT

There are other sources of meat besides animals. The definition of meat is radically changing from an animal product with limited options to an innovative creation with the same composition and texture as meat. At business or industry meetings and in the scientific community, delicatessens are in the news for a number of reasons. These plant-based meat substitutes are designed to reduce the environmental impact of farmed animals and solve one of the stickiest crises in the climate battle. Growing interest in plant-based meat is driven by concerns about health, animal welfare and environmental sustainability. Many people use plant-based meats to reduce their meat consumption, which is linked to many health problems such as heart disease and cancer. Plant-based meat is also an ethical and humane alternative to traditional meat, which involves the slaughter and abuse of animals. Plant-based meat also has a lower environmental impact than traditional meat, as its production requires fewer resources and produces fewer greenhouse gases. The popularity of plant-based meats has led to the development of a wide variety of products, including hamburgers, sausages, meatballs, and more. As consumers become more aware of their food choices, plant-based meat is growing in popularity as a sustainable and healthy alternative to traditional meat.

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INTRODUCTION

Plant-based meat substitutes are vegetarian/vegan protein blends that cook, taste and look like meat. They can be made in a variety of ways using specific ingredients such as pecans, nutritional yeast, firm tofu, etc. Plant-based meat is completely vegetarian and has a slightly lower carbon footprint than today's intensive animal farming. Plant-based vegan meats are usually made from a combination of proteins (such as soy, pea, wheat, or mushrooms) and other ingredients (such as oils, flavorings, and colorings). These ingredients and coloring agents. These ingredients are combined and processed into a product that can be used in a variety of foods, including hamburgers, sausages, meatballs and more. One of the main advantages of plant-based vegan meat is that it is often lower in saturated fat and calories than traditional meat products. In addition, many plant-based vegan meats are fortified with vitamins and minerals, making them a nutritious nutritional choice. As more and more people become aware of the environmental impact of animal farming, plant-based vegan meat has become popular as a sustainable alternative to traditional meat. By choosing plant-based solutions, individuals can reduce their carbon footprint and contribute to a more sustainable food system.

All in all, plant-based vegan meat is a versatile and sustainable choice traditional meat products that offer various health and environmental benefits.

Objectives

- Informs people about environmental issues related to intensive farming.
- Acquire skills related to brand building and USP development.
- Provide people with a tangible product that is a real alternative to non
- -vegetarian food. - Why do we need such a product on the market?
- Personally, our generation (Gen Z) will face the most harmful effects of global warming for many years. Consumed animal products produce 14.5% of the world's greenhouse gases. This astronomical figure will harm the livelihoods of future generations. By reducing our huge carbon footprint and eliminating food waste, we can give future generations a better chance at life. While reducing carbon emissions from industry and transportation is important, reducing our carbon

footprint through intuitive food production is just as important.

- Our product is a small part of a universal method for a better life. Our brand slogan is "healthy today and healthier tomorrow".
- In addition, our product aims to target and use the younger generation, which deeply understands the aspects of sustainable carbon-free living.
- A more educated young Indian generation is more likely to understand these concepts and contribute to the growth of our restaurants. To complement the USP of our products, we want to create trendy cafes that cater to 20-somethings with luxurious interior design and minimalist aesthetics.

Our Mission

- Since prehistoric times, humans have used animals as a rudimentary technology to turn cheap, abundant plant biomass into valuable, nutrient-dense food: meat, fish and dairy products. These foods continue to be an important source of nutrition and one of the greatest sources of pleasure in the daily lives of billions of people around the world.
- But our use of animals as food production technology has brought us to the brink of environmental disaster:
- The destructive effect of animal agriculture on the global environment is far greater than any other technology on earth. Livestock's greenhouse gas footprint will one day rival that of a car, bicycle, airplane and rocket ship. Animal husbandry pollutes and consumes more water than any other industry. Raising animals for food accounts for most of humanity's land use. All the buildings, roads and paved surfaces of the world make up less than 1% of the Earth's surface, while more than 45% of the Earth's surface is currently used for livestock grazing or forage crops.
- One of our earliest and most important discoveries (based on intuition) was that the "magic ingredient" responsible for the unique flavors and aromas of meat is "heme". - Heme is an iron-containing molecule that occurs naturally in every cell of every animal and plant. It's an essential molecular structure for life—one of the most abundant molecules in nature—best known as the molecule that carries oxygen in your blood, but also a critical part of the system that every cell uses to produce energy by burning calories from food. It keeps you alive. There is a lot of heme in the muscles of animals, and this abundance makes the meat uniquely delicious.
- You can't make meat without a limit. To meet the global demand for meat at a fraction of the environmental impact, Impossible Foods had to develop a scalable way to produce heme without animals. We discovered that by inserting a plant gene into yeast cells, we could use fermentation to produce a naturally occurring heme protein in plants called leghemoglobin in essentially unlimited amounts with little environmental impact.
- The heme in the Impossible Burger is identical to the heme that humans have used in meat for hundreds of thousands of years - giving beef its unique flavor and bioavailable iron content using only a fraction of natural resources.

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Plant-based meat substitutes have become increasingly popular in recent years, and a growing body of research has examined their nutritional, environmental and social impacts. Here is an overview of the literature on plant-based meat substitutes:

1. **Nutritional considerations:** Studies have shown that plant-based meat substitutes can provide as much protein as traditional meat, but with less saturated fat and fewer calories. However, some plant-based meat substitutes can be high in sodium and other additives, so it's important to read labels carefully and choose minimally processed products.

2. **Environmental impact:** Several studies have shown that plant-based meat substitutes have a lower environmental impact than conventional meat, including lower greenhouse gas emissions and less water and cultivation. However, the environmental impact of different plant-based meat substitutes can vary greatly depending on the ingredients and production methods used.
3. **Consumer Acceptance:** Consumer acceptance of plant-based meat substitutes is steadily increasing, and research shows that taste, texture and price are key factors in consumer decision making. Companies are investing in research and development to improve the taste and texture of plant-based meat substitutes, and some studies have shown that consumers are more likely to choose plant-based alternatives if they are labeled as "sustainable" or "eco-friendly".
4. **Health effects:** Some studies have shown that plant-based diets, including diets that include plant-based meat substitutes, may be associated with a lower risk of chronic diseases such as heart disease and type 2 diabetes. However, more research is needed to fully understand the health effects of plant-based meat substitutes, and it is important to consider the nutritional value of certain products consumed. Overall, the literature on plant-based meat substitutes suggests that they can provide a sustainable, nutritious and tasty alternative to traditional meat. However, further research is needed to fully understand their impact on health, the environment and social factors such as animal welfare and labor rights.

METHODOLOGY

What are plant based meat substitutes?

Plant-based meat substitutes are vegetarian/vegan protein blends that cook, taste and look like meat. They can be made in a variety of ways using certain ingredients such as pecans, nutritional yeast, firm tofu, etc. Plant-based fake meat is completely vegetarian and has a slightly smaller carbon footprint than current intensive animal farming. The problem India is one of the major distributors of buffalo meat in the world. In the domestic market, the monthly consumption of buffalo meat increased by almost 13% in rural areas and 25% in urban areas between 2009 and 2012. Producing this buffalo meat requires a significant amount of surface and underground water, especially since the buffalo has a large appetite. One buffalo needs about 4 kg of green fodder, 7 kg of dry fodder and 0.36 kg of concentrated fodder per day. With a buffalo population of over 100 million, the daily water requirement is 1 trillion liters for dry fodder, 200 million liters for green fodder and 29 million liters for concentrate. In addition to the high need for water, cattle also depend on land resources during grazing. A total of 512 million cattle graze on approximately 12 million hectares in the rangelands of India. This means that an average of 42 animals graze per hectare, exceeding the recommended threshold of five animals per hectare. As a result, these lands are plagued by overgrazing, which not only damages the quality of the land and soil, but also leaves insufficient pasture for the animals to eat. In addition, animal husbandry emits significant amounts of methane and other greenhouse gases that cause environmental degradation. As we move towards ambitious sustainability goals, why do we seem to be moving backwards from a food and nutrition perspective? The water and land-intensive production of animal husbandry could be replaced by other more suitable and lower maintenance costs to reduce hunger. Reclaiming these pastures not only reduces water use by giving it to those who need it, but also allows for a more profitable use of land.

Analysis and Findings: According to previous research, which is a clean meat study in the United States, India, China. Knowledge and acceptance of clean meat was significantly higher in India and China than in the United States. In the United States, 57.3% had no idea about clean meat; 31.9% were somewhat or moderately familiar, and only 10.8% were very or very familiar. In China, 35.5% were not known at all; 34.6% were somewhat or moderately familiar and 29.9% were very or very familiar. In India, 25.5% were not known at all; 35.8%

were somewhat or moderately familiar and 38.7% very or very familiar. We found a somewhat similar pattern for plant-based meats. In the United States, 36.4% had no idea about plant-based meat; 44.5% were somewhat or moderately familiar and 19.1% very or very familiar. In China, 34.1% had no idea about plant-based meat; 36.1% were moderately or somewhat familiar and 29.9% very or very familiar. In India, 28.6% had no idea about plant-based meat; 31.6% were somewhat or moderately familiar and 39.9% very or very familiar. These figures are likely to be a distorted reflection: plant-based and clean meats are not widely available or reported in China and India, and few companies are working on these technologies. It is possible that some respondents over-reported familiarity with these products, although this may simply reflect the urban educated sample. Although we strive to develop and translate clear product descriptions, we cannot rule out the possibility that some participants did not fully understand them.

Article link:

<https://www.frontiersin.org/articles/10.3389/fsufs.2019.00011/full>

This article, in essence shows us that we have significant potential for growth in India.

DISCUSSION

The growing vegan food industry in India reflects changing consumer attitudes towards plant-based foods and their health, environmental and animal welfare benefits. The trend is part of a larger global shift towards sustainable and ethical food choices driven by concerns about climate change, loss of biodiversity and the impact of animal agriculture on the planet. One of the main drivers of India's vegan food industry is the growing demand for plant-based protein, which is considered a healthier and more sustainable alternative to animal proteins. This has led to the emergence of a number of vegan protein sources, such as soy, legumes, nuts and seeds, which are used to make vegan meat substitutes and other plant-based products. The Indian government has also taken steps to promote veganism and plant-based diets, such as the introduction of a vegan certification program by the Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH). This program gives a certification mark to vegan products that meet certain criteria, helping consumers make informed choices about their food. India's growing vegan food industry is also creating new opportunities for entrepreneurs and investors, as many startups and established companies are investing in the development of new vegan products and services. This applies not only to food, but also to vegan fashion, cosmetics and other consumer goods. Overall, the growing vegan food industry in India is a promising trend that reflects changing consumer attitudes and the emergence of new opportunities for sustainable and ethical business operations. As more and more people become aware of the benefits of a plant-based diet, it is likely that this trend will continue to grow in the coming years. Researchers have found that dairy products are difficult to substitute due to the specific properties of dairy products, ie. proteins and fats that are difficult to mimic in a non-dairy substitute.

This happens even more because people start consuming these foods at an early age and the taste preference is deeply ingrained. Consumers know the difference between milk and soy-based products. If their first reference is milk-based products, they tend to refuse plant-based products such as oats or soy products or other plant-based foods.

CONCLUSION

Plant-based meat can be a sustainable ecological solution and a tasty alternative for those who avoid meat for ethical or health reasons. They can provide important nutrients and fiber and contain less saturated fat than meat. Recently, the concept of vegetarian meat is starting to expand in India as well. Many young entrepreneurs, having given up high-level positions, have started fake meat businesses to sell products online. They claim that these meat substitutes have a long shelf life without religious objections, adverse health effects and terrible environmental impact. But some are unconvinced about the potential of plant-based meat in India, citing a consumer trend transplanted from the West but culturally inappropriate in India. A study on perceptions of fake meat in India reported that there In India and China, clean and plant-based meats are significantly more accepted than in the United States. In India, 25.5% were not at all familiar, 35.8% were somewhat or moderately familiar, and 38.7% were very or very familiar. Interestingly, the same study also reported that the Indian population is omnivorous and those who eat more meat are significantly more likely to buy clean meat, inferring the importance of China and India as future markets. However, environmental and animal welfare messages may be more effective marketing strategies in India compared to China and the United States. Several American companies have pioneered advanced marketing, investing heavily in vegan meat innovation. People care more about the environment and animal welfare than taste and health, because these factors determine whether people are willing to pay for plant-based meat. By understanding these aspects, vegan beauty meat can greatly reduce the high emissions burden and animal suffering caused by animal cruelty. All in all, it can be agreed that a vegan diet is healthy if it is followed properly and its demand and awareness is increasing day by day. In a country like India, where so many vegan foods are already available, it is not very difficult to follow such a diet, we have so many vegetables, grains, legumes, etc. Which are suitable for such a diet. When it comes to baking, we see Indians moving towards baked desserts, so as the number of vegans increases, so does the demand.

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