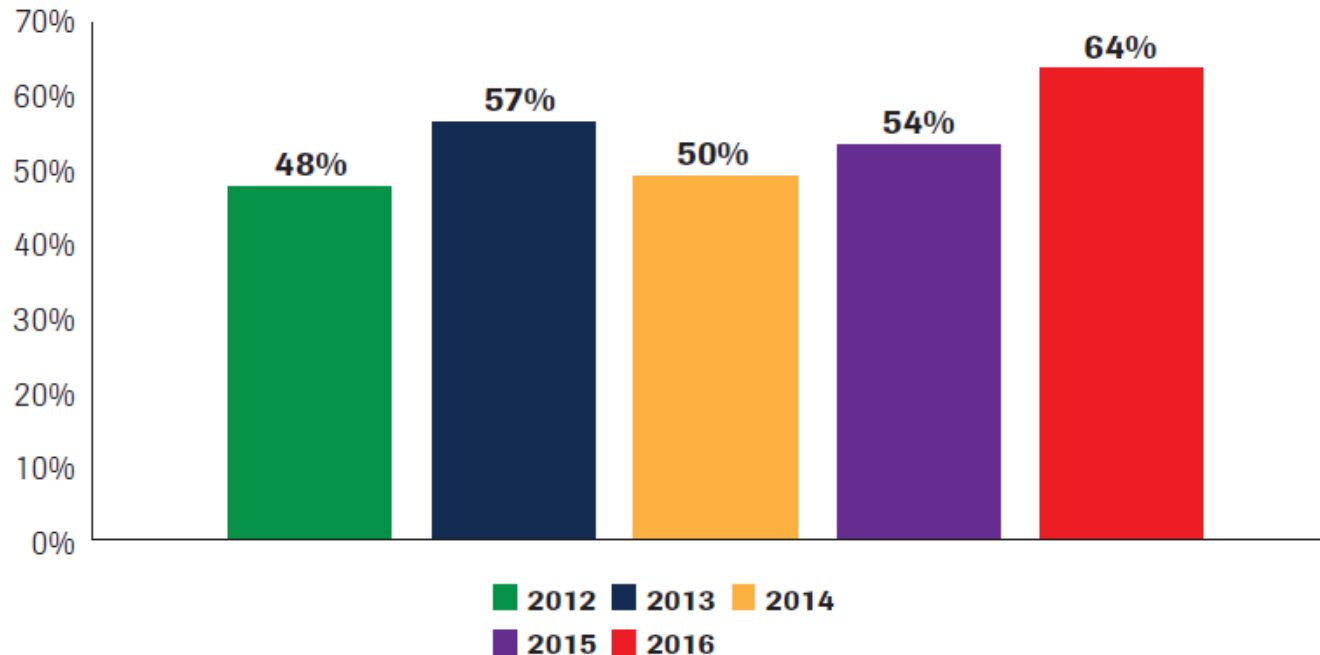


# Protein Consumption Trend

*33% increase in Americans trying to consume protein since 2012*



SOURCE: INTERNATIONAL FOOD INFORMATION COUNCIL (IFIC); 2017 PROTEIN TRENDS & TECHNOLOGIES SEMINAR