

## **New trends in food industry - plant based meat substitutes**

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### **Abstract**

According to the last results based on social questionnaires, the popularity of alternative meat is growing. If a few years ago the consumers were prejudiced against plant-based meat, now the consumers are ready to include it in their diet. This trend opens up new opportunities for manufacturers to create interesting, promising products. The consumer's tendencies are connected to a large spectrum of factors. The consumers firstly are interested in new products, desire to diversify nutrition, fashion for light, healthy products. Nowadays people are ready to consume plant analogues. A "non-meat" is a product not for vegans, but also for anyone who wants to expand their diet. The other tendency is connected to a new request for healthy lifestyle products - healthy, but the products must remain tasty. Nutritionists recommend consuming meat products in moderation, since meat takes longer to digest than other products in the human body. The experience of European companies has shown that it is possible not only to produce semi-finished products based on plant raw materials, but also to make them as similar in taste, smell, appearance and consistency as meat products. Active contribution to climate protection is the other factor that determines the consumers to become Eco-friendly and have a very sensible attitude to the environment and ecology. Due to this tendency businesses in the world are becoming more humane and open and are contributing to the fight against ecologically global problems of the planet.

As it is mentioned in the articles different plant substitutes may be used in plant-based meat products. These products must be of excellent quality, increase the nutritional value of the final product and completely imitate meat fiber. Only in this case it will be possible to create products that compete in quality. For this reason, the SUSPLANT project partners from Sweden, Poland, Lithuania, Ukraine and Republic of Moldova had created a public questionnaire to identify the needs of their country's consumers in the new plant-based meat products. The questionnaire was based mainly on questions concerning the food culture of the consumers in different countries and if their society is ready to change the nutrition habits towards plant-based meat products.

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