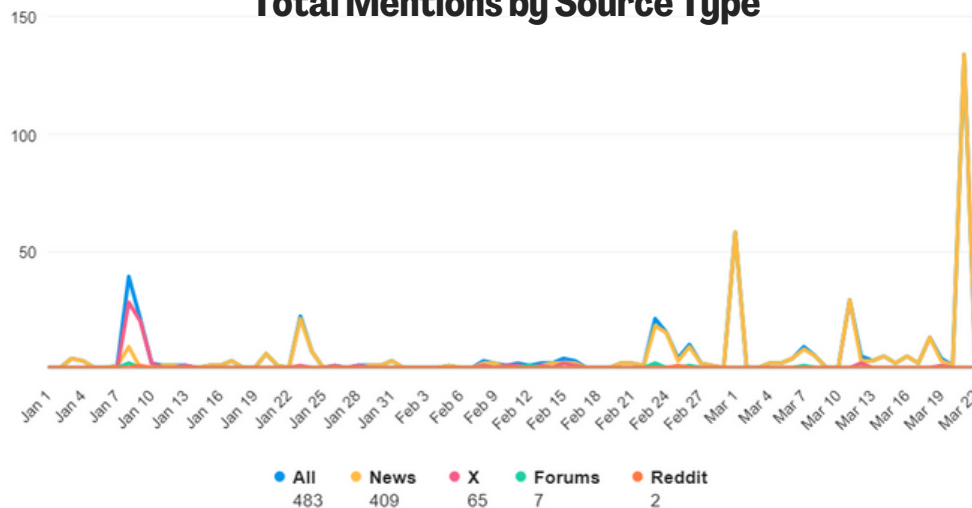


# SOCIAL LISTENING INSIGHTS: **PBFA**



Welcome to social listening insights for the Plant Based Foods Association (PBFA)! These insights are from 2024 (January 1st to March 22nd) and were gathered from Meltwater's platform. You can find key takeaways at the very end of the document.

## Total Mentions by Source Type



## Key Topics in the Past Month

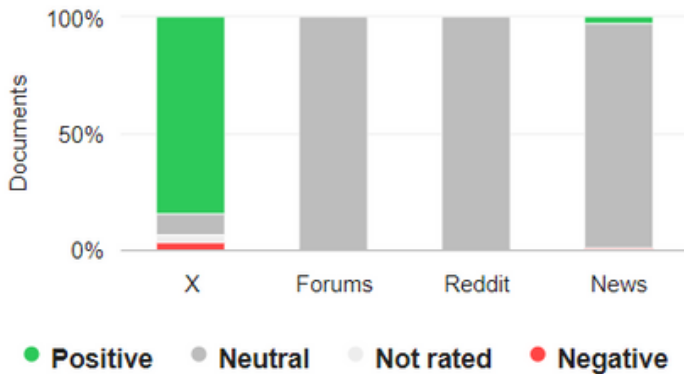
- 1 **Food**
- 2 **Business News**
- 3 **Agriculture & Forestry**

## Key Words in the Past Month

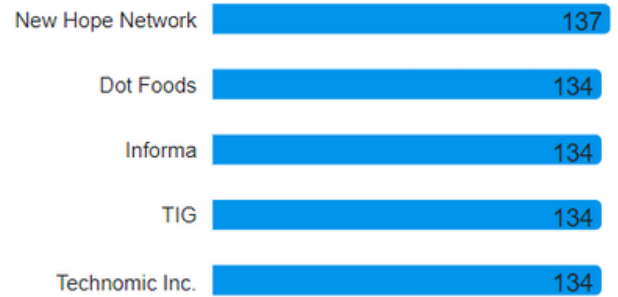
specialist markets to life    platforms for industries    specialty food and beverage  
 new strategies    industry professionals  
 industry experts    buyers and community    events and programs  
 organic products    health and wellness    global health    women's health  
 food service experts    **plant**    cpg industry    waste product sampling  
 hosted buyers event    sustainability    natural foods  
 broader industry impact    new products  
 indigenous foods systems    curated product neighborhoods  
 new sales channel    new local buyers    new aioli line  
 regenerative products    prosperous high-integrity cpg  
 busch's fresh food market

# Social Listening Insights: PBFA

## Sentiment by Source Type



## Top Organizations That Mentioned PBFA



## Top Posts That Mentioned PBFA

<p><b>Business Insider</b> • Grace Dean Editorial   US   Mar 07 · 10:00 AM</p> <p><a href="#">A Jeff Bezos-backed startup and Oscar Mayer want to charge you a lot more for a meatless hot dog than a meaty one</a></p> <p>... which sales information is available, according to the <i>Plant Based Foods Association</i>, a trade group. One reason: Many plant-based meats ...</p> <p>Plant Based Foods Association</p> <p>57.8M Reach Neutral ○</p>	<p><b>Yahoo! Finance</b> • Natural Products Editorial   US   Mar 21 · 07:40 PM</p> <p><a href="#">Natural Products Expo West 2024 Hosts Over 65,000 Industry Professionals and 3,300 Plus Exhibiting Companies</a></p> <p>... for this new sales channel and included food service experts from <i>Plant Based Foods Association</i>, <i>Rooted Food Sales</i>, <i>Technomic</i>, <i>Dot Foods</i>.</p> <p>Plant Based Foods Association</p> <p>49M Reach Neutral ○</p>
<p><b>Naver</b> • Kim Ju-Yeon Editorial   KR   Jan 11 · 09:05 AM</p> <p><a href="#">Plant-based Better Foods receives funding boost to grow U.S. business</a></p> <p>... released by the U.S.-based Good Food Institute and the <i>Plant Based Foods Association</i>, based on retail sales data. *This investment holds ...</p> <p>Plant Based Foods Association</p> <p>42.8M Reach Neutral ○</p>	<p><b>Yahoo! News</b> • Nathan Wesley Editorial   US   Jan 31 · 10:30 AM</p> <p><a href="#">Plant-based? Here are 16 vegan restaurants in Charlotte, and what to order at each.</a></p> <p>... year. Data collected by the Good Food Institute and the <i>Plant-Based Foods Association</i> found that retail sales of plant-based food grew 6.2 ...</p> <p>Plant-Based Foods Association</p> <p>58.8M Reach Neutral ○</p>

## Key Takeaways:

- 1 News sources mentioned PBFA the most, followed by social media platforms X and Reddit. The most recent spike in mentions followed Natural Products Expo West 2024.
- 2 Top keywords suggest certain themes such as health, sustainability, food systems, and organic products are most associated with PBFA.
- 3 Overall sentiment of PBFA was neutral, which could be attributed to news sources having the largest share of voice about PBFA.
- 4 While Yahoo! News appeared to be one of the top news platforms that mentioned PBFA, a top Korean news source, Naver, also mentioned PBFA and obtained a reach of over 42.8 million, suggesting that PBFA has global reach.

Source: [Meltwater](#) (February, 2024).