

# Plant protein selection

## A comparative guide

Dual-Process Theory in psychology explains how humans think - through the quick, intuitive System 1 and the methodical, analytical System 2. For food experts, it's key to grasping why consumers automatically choose plant-based foods or opt for them through careful thought.



**39%** of people opt for plant-based food naturally<sup>1</sup>



of Europeans make **conscious** decisions about plant-based food, believing it<sup>1</sup>:

- is good for their health (55%)
- is good for the environment (54%)
- helps with weight management (46%)

Selecting the ideal plant protein requires evaluating nutritional value, ingredient synergy, and flavour impact. Use this overview as a strategic guide for your selection process. Adapted from<sup>2</sup>

|                   | Protein concentration (%) | PDCAAS    | Allergen risk      | Flavour          | Functionality               |
|-------------------|---------------------------|-----------|--------------------|------------------|-----------------------------|
| <b>Soy*</b>       | >30                       | >0.8      | <b>Significant</b> | <b>Tolerable</b> | <b>Low conc.effect</b>      |
| <b>Pea*</b>       | 20-30                     | 0.6-0.79  | Moderate           | Acceptable       | <b>Limited conc. effect</b> |
| <b>Mung bean*</b> | 20-30                     | 0.40-0.59 | Moderate           | <b>Subtle</b>    | <b>Limited conc. effect</b> |
| <b>Sunflower*</b> | 20-30                     | 0.6-0.79  | <b>Negligible</b>  | Acceptable       | <b>Limited conc. effect</b> |
| <b>Almond*</b>    | 20-30                     | 0.20-0.39 | <b>High</b>        | <b>Subtle</b>    | Moderate insolubility       |
| <b>Wheat*</b>     | 10-20                     | 0.40-0.59 | <b>Significant</b> | Acceptable       | <b>Low conc.effect</b>      |
| <b>Oat*</b>       | 10-20                     | 0.6-0.79  | <b>Low</b>         | <b>Subtle</b>    | <b>Minimal solubility</b>   |
| <b>Rice*</b>      | 5-10                      | 0.40-0.59 | <b>Negligible</b>  | <b>Subtle</b>    | Moderate insolubility       |

\*Available on 1-2-Taste, click for more information



**ProteoSMART**  
Organic vegan protein blend  
Anderson Advanced Ingredients\*



**ProNex™ Complete,**  
protein blend  
Nexus Foods\*



Organic gluten free  
oat drink powder  
Vegan Stock\*

<sup>1</sup> <https://smartproteinproject.eu/european-attitudes-towards-plant-based-eating/>

<sup>2</sup> <https://gfi.org/resource/plant-protein-primer/>