

BLOG

It is no surprise that cheese is one of the most loved ingredients worldwide, yet a significant population is deprived of cheese. You may ask why. The World Population Review 2024 suggests that lactose intolerance is most prevalent (70-100%) in people of Asia, around 36% in the US and 5% in European countries. Therefore, Oatly thought can we make vegan cheese from Oats? Is it even possible? Can we bring a Cheesy Smile to people all over the world?

Oatly, the dreamer and innovator imagined people enjoying their favorite pizza, pasta, or salad without worrying about fitness, health conditions, religious beliefs, or other dairy-related concerns. Our ingenious Oat-based Cheese makes this dream a reality! The phrase 'actions speak louder than words' describes us perfectly. We take pride in being referred to as a fearless lifestyle brand that believes in the fact that experimentation is key to creating plant-based products and normalizing them.

Oatly is the girl next door with a contagious smile who touches your heart and is simple yet trendy, a beautiful amalgamation of its activist brand image with subtle humor and intelligent presentation. Just mentioning Oatly brings a twinkle in the eyes of Millennials, Gen Z, and Gen Alpha alike. The Baby Boomers and Generation X, though skeptical about replacing dairy with plant-based alternatives, too are swayed away by the product packaging, which talks to them, and, of course, the nutritional profile and the taste are a plus. No wonder they are happy to switch!

On June 5, 2024, World Environment Day, we are partnering with the UN Environment Programme to spread awareness about the benefits of adopting a plant-based lifestyle and how it is a major contributor to reducing carbon footprint and healing the earth.

According to the CGIAR Research Program's report on "Transforming Food Systems Under a Changing Climate," approximately 58% of greenhouse gas emissions are attributed to animal-based diets, which occupy 83% of farming land globally (Poore and Nemecek, 2018). It's about time we prevented our society from indulging in such practices.

Here are a few simple steps that you can incorporate in everyday life to be a part of change:

1. Experiment – Start including oat-based cheese and products in everyday meals. Take note of all the changes you feel and how they affect your overall health. Make adjustments accordingly.
2. Read Labels – Choose dairy alternatives by being mindful of the ingredients and food labels.
3. Slow Transition: Begin by adding small amounts of oat-based cheese to your diet. Once you get used to the change, you can fully replace dairy with plant-based.
4. Education – Learn more about dairy alternatives and how they affect health and the environment.
5. Do not believe in myths. Research the facts and figures or consult your trusted doctors to get firsthand information about the benefits of oat-based products. This will help you stay away from long-standing stereotypes built around the plant-based industry.
6. Spread Awareness – Share plant-based industry information with your friends, family, and social media channels.

A collective effort from individuals, businesses, and governments can help to create a more equitable, sustainable, and prosperous future for our planet. We can do this!