

The Plant Based Lifestyle

At H-E-B Wellness Nutrition Services, we believe that food is foundational to health. We also understand that eating habits are extremely personal and should be individualized. Our H-E-B Dietitians help create a food and nutrition plan that is tailored to a patient's unique needs, goals, and values. This handout is meant to help you better understand a patient's chosen dietary lifestyle as they manage their health through food.

Vegan | Vegetarian | Plant-Based

What does it mean to be vegan?

Individuals who follow a vegan lifestyle avoid all animal meats, products, and by-products. Anything of animal origin is excluded from this diet.

What does it mean to be vegetarian?

Individuals who follow a vegetarian lifestyle vary in their items of avoidance. There are several different types of vegetarian diets:

- **Ovo Vegetarian** – plant-based diet that allows consumption of eggs
- **Lacto Vegetarian** – plant-based diet that allows consumption of dairy products
- **Lacto-Ovo Vegetarian** – plant-based diet that allows both dairy products and eggs
- **Pescatarian** – plant-based diet that allows fish and seafood proteins
- **Flexitarian** – mostly plant-based diet that occasionally allows consumption of animal meats, products, and by-products.

What does it mean to be plant-based?

Plant-based is a term that is not regulated or defined by the Food and Drug Administration (FDA) or the United States Department of Agriculture (USDA). For the public, a plant-based diet may contain non-vegan ingredients or products. However, H-E-B has set stringent rules for the use of the plant-based lifestyle label. H-E-B does not label products as plant-based unless they qualify as vegan. Through CIC research and data, H-E-B has learned that labeling products that contain animal-derived ingredients, which would normally be considered vegetarian, may be misleading to consumers. The plant-based lifestyle must exclude meat, pork, poultry, eggs, fish, shellfish, dairy products, and all other animal-derived ingredients.

Nutrients to seek when following a Plant Based Lifestyle

Some nutrients can be more difficult to obtain on a vegan or vegetarian diet. However, with a well-balanced approach, it is possible to obtain these nutrients from other sources.

- | | |
|----------------|-----------------------|
| ➤ Calcium | ➤ Omega-3 Fatty Acids |
| ➤ Vitamin D | ➤ Iron |
| ➤ Vitamin B-12 | ➤ Zinc |
| ➤ Protein | ➤ Iodine |

H-E-B Lifestyle Shelf Tags

These tags are designed to help you quickly find vegan or vegetarian products in the aisles.

Not all products are tagged in H-E-B, and these tags are subject to change.

Products with the Vegan label exclude meat, poultry, eggs, shellfish, and dairy products and all other animal-derived ingredients.



Products with the Vegetarian label exclude meat, pork, poultry, fish and shellfish as part of the ingredients, but may contain animal derived ingredients like eggs or dairy.

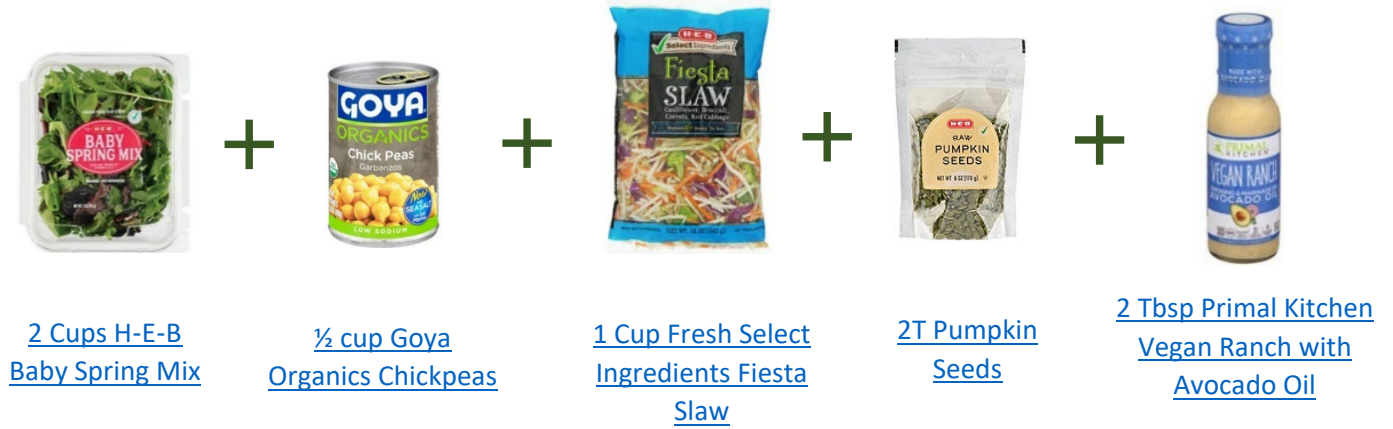


Meal Solutions by your H-E-B Dietitians

Berry Walnut Oatmeal



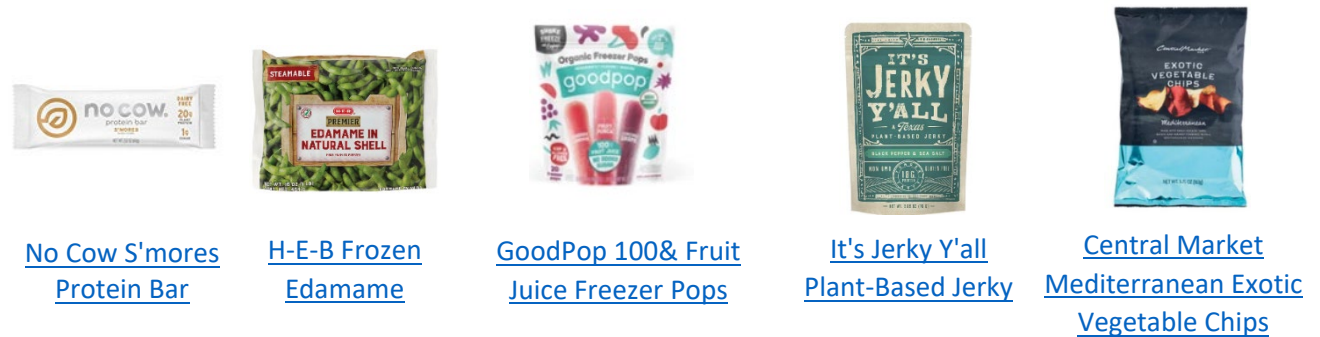
Chickpeas and Greens Salad



Bean & Cheese Tostada



Snacks



Plant Based Lifestyle Swaps



Eggs



[Just Egg Plant Based Scramble Liquid](#)



[Follow Your Heart VeganEgg](#)



[Bob's Red Mill Egg Replacer](#)



Beef



[Beyond Meat Plant-Based Ground Beef \(390 mg Na\)](#)



[Gardein Ground Beef](#)



[The Jackfruit Company BBQ \(370 mg Na\)](#)



Cow's Milk



[Ripple Original Unsweetened Pea Milk](#)



[H-E-B Organics Unsweetened Almond Milk](#)



[Silk Original Protein Almond & Cashew Milk \(2 g added sugar\)](#)



[Silk Ultra Chocolate Soy Protein Milk \(4 g added sugar\)](#)



Ice Cream



[NadaMoo! Organic Mint Chip Frozen Dessert](#)



[So Delicious Sandwiches DF](#)



[Outshine No Sugar Added Fruit Bars](#)



Cheese & Queso



[Credo Cashew Queso Dip](#)



[Daiya Cheddar Style Slices](#)



[Siete Cashew Queso](#)



[Moocho Cheddar Shreds](#)

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