

Extreme Weather Puts Strain on Dairy Cows Across The Globe, Is Plant-Milk the Answer?

PressReach

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Extreme weather conditions across the globe are putting a strain on dairy cows, **drying up** milk production and withering crops that feed the cattle. Heat and drought in India, Australia and France are threatening long-term global dairy supply, including everything from butter to baby formula.

Due to extreme weather brought on by climate change, some of the world's largest milk-producing regions are becoming less hospitable to these animals: Cows produce less milk when stressed by high temperatures, and arid conditions and storms exacerbate the problem by withering or destroying the grass and other crops they eat.

In fact, some scientists **predict** that climate change will cost the dairy industry around \$2.2 billion per year by the end of the century in the United States alone.

According to another study, if greenhouse gas emissions remain high, the dairy and meat industries could lose \$39.94 billion per year to heat stress by that same date.

Fortunately, new and innovative alternative milk products are being developed for the market and consumers have been responding well.

Plant-Based Milk Market Continues to Gain Steam

Alternative dairy and plant-based milk are not new, but they have continued to rise in popularity over the years. In 2022, the plant-based milk market reached \$38.9 billion after doubling in the previous five years. And over the next decade, the global market is expected to quadruple.

As the market grows and evolves, new plant-based milk formulations are replacing old ones as consumer favorites.

Soy milk was popular at first, but it gave way to almond milk. Now, oat milk is rapidly gaining popularity. Even as oat milk becomes more popular, a new plant-based milk trend is emerging: sesame milk.

Some of the key factors behind the market's growth are the rising prevalence of dairy intolerance, as well as growing concern for the planet. Add to that increasing consumer awareness of the health of animals, and it's easy to see why the plant-based milk industry is expected to continue rising in the coming years.

Of course, alternatives like almond milk still take a toll on the planet due to high water usage and damage to bee populations. Luckily, there are new alternatives like sesame milk, which uses 95% less water compared to almond milk and thrives in arid climates around the globe, from South America to Africa to Asia.

As consumers become more environmentally conscious, **The Planting Hope Company Inc. (TSXV:MYLK) (OTCQB:MYLKF)** is gaining attention.

The Planting Hope Company Inc. (TSXV:MYLK) (OTCQB:MYLKF) creates, introduces, and grows distinctively innovative plant-based and environmentally responsible food and beverage brands.

Planting Hope's innovative and award-winning products meet critical needs in the exploding plant-based food and beverage market.

This rapidly growing company is focused on producing plant-based milk made from sustainable and highly nutritious sesame.

The company's Sesame Milk has received numerous awards and nominations. Hope and Sesame Sesamemilk is just one of four fast-growing food and beverage brands owned by this company.

The Planting Hope brand family includes RightRice® Veggie Rice, Mozaics™ Real Veggie Chips, and Veggicopia® Veggie Snacks in addition to Hope and Sesame® (Sesamemilk and Barista Blend Sesamemilk).

Planting Hope is a women-managed and women-led business with a focus on nutrition, sustainability, and diversity, founded by seasoned food industry entrepreneurs.

Planting Hope Launches RightRice in Walmart Stores Across Canada

The Planting Hope Company has already established and is expanding its relationships with major North American retailers and distributors, with products available in 8,500+ grocery stores and 50,000+ distribution points, including Whole Foods, Kroger, Sprouts Farmers Market, and others.

The company has continued to execute its business plan since the beginning of 2022, expanding its core products in key channels as well as setting up new products and distribution that will reach scale in 2023.

Earlier today, **Planting Hope** announced that its **RightRice® Veggie Rice brand is launching in 180 Walmart stores** across Canada, representing 720 new total distribution points (TDP). This marks the second major product launch in the Canadian market in the fourth quarter.

“Walmart is an exciting place to launch RightRice in dual-language packaging to Canadian customers,” said Matt LeBeau, founder and CEO of LeBeau Excel Ltd., the company’s retail broker of record in Canada. *“Walmart is increasing its focus on delivering plant-based and sustainable products to its shoppers, given increasing demand from Canadians for more nutritious and delicious food and beverages, and RightRice is a strong fit for that mission.”*

Planting Hope also recently **announced** the addition of RightRice® Veggie Rice and Hope and Sesame® Sesamemilk to Dot Foods, Inc.'s product line.

The biggest foodservice re-distributor in North America, Dot, will soon stock award-winning Hope and Sesame® Barista Blend Sesamemilk in 32 oz shelf-stable cartons and Original RightRice® Veggie Rice in bulk 20lb bags.

Hope and Sesame Sesamemilk Now Available in 382 Loblaw Stores in Canada in Dual-Language Packaging

On November 8, **Planting Hope launched** its Hope and Sesame® Sesamemilk line in Canada with Loblaw Companies Limited, Canada's top grocery retailer.

Hope and Sesame® Sesamemilk will be available in 382 Loblaw stores across Canada in November 2022 in Canadian-compliant dual-language packaging under multiple banners, including Loblaws, Fortinos, and Provigo. Packaged in shelf-stable 946ml (32oz) cartons in three flavors (Barista Blend Sesamemilk, Original Sesamemilk, and Unsweetened Original Sesamemilk), Hope and Sesame® Sesamemilk is now available in the plant milk section of Loblaw stores.

Hope and Sesame® Sesamemilk offers Canadians delicious plant-based milk with vitamin, mineral, and protein content comparable to dairy milk.

For more information on **The Planting Hope Company (TSXV:MYLK) (OTCQB:MYLKF)**, [please visit this link](#) or their website at <https://plantinghopecompany.com>.

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