



LEARNING STATION No. 3

Vegetable burgers

Group: _____

The market of vegetable hamburgers in Brazil

1. What vegetable protein bases can be used to replace animal meat in burgers?
2. Considering only the soy vegetable base, which hamburgers can we find in the Brazilian market?
3. What is the average price?
4. Describe about the market for veggie burgers in Brazil, highlighting current (and reliable) research that can indicate an overview on the subject. You may include in your script:
5. Who are the consumers of these products (age, gender, average income, etc.)? Is there a pattern?
6. How often do you consume these products? And the reasons? What influences the purchase?
7. What is the demand in this sector today? Has it increased? Is it decreasing?

These are just a few topics that can be included. You can search for others to better understand the characteristics of this niche. Use your creativity!

Understanding the nutritional composition of hamburgers

8. Among the soy burgers found in Brazil (question 2), what are the ingredients we can find in the products and the nutritional information (approximate percentage of nutrients)?¹
9. Perhaps some of the ingredients are unfamiliar to you. If so, search for information to understand them better and summarize your research here.
10. Compare the nutrients with the values indicated for a healthy daily diet. What can you conclude? If you prefer, make a comparison table.

¹ You don't need to detail them according to each brand, but present them in a general and ethical way.