

## URNER BARRY NOW OFFERING PLANT PROTEIN MARKET COVERAGE

**March 1, 2021, Toms River, NJ** – Urner Barry, the leading provider of protein market news and information in the food industry, is pleased to announce new market coverage of the growing Plant Proteins sector on COMTELL.

Within COMTELL's renowned pricing and supply data, subscribers will now see an additional market dedicated exclusively to Plant Protein market information. This new offering will showcase Urner Barry's own Plant Protein Insider's Reports, market commentary, relevant USDA reports and pricing, dynamic trade statistics, and a UB price quotation table.

"Urner Barry adding plant protein coverage is a natural extension of our current business," said Urner Barry COO Jim Kenny. "We are excited that we can now deliver transparency to this rapidly expanding category in a similar way we provide clarity to traditional protein providers. We look forward to working with the familiar names and new entrants who are advancing this category."

COMTELL Plant Proteins will consist of three covered market subgroups: Peas & Pulses, Soy & Wheat, and Other. Each market subgroup will feature its own UB Insider's Report, which provides monthly summarized pricing, production, and trade dynamics. Additionally, weekly commentary will be made available in the tone and commentary sections.

Under Pricing in COMTELL, subscribers will see a dedicated UB Plant Protein pricing table optimized for upcoming quotations of protein isolate, concentrate, and flour ingredients. This tab also contains relevant USDA linked pricing information and market reports. Within the Supply section, subscribers can view census data based by type and value reports of U.S. imports of plant protein, or related items. Specialized global export tables will provide volume, price, and trend analysis of plant protein trade. The USDA's relevant monthly outlooks such as the oil crops outlook, wheat outlook, and rice outlook will also be made available here.

Market Reporter Daniel Munch is leading the research and development of this Plant Protein initiative.

"The reality with plant protein ingredients is that most of us are pretty new to understanding the complexities of the market. The level of product standardization and transparency we take for granted in conventional proteins doesn't exist here," says Munch. "Now, with COMTELL Plant Proteins, food professionals have access to unrivaled, timely, and original pricing, supply, and news content essential to staying abreast of industry shifts. I look forward to diving into this market headfirst and supporting those interested in plant protein ingredients at any level."

With these additions Urner Barry remains committed to providing meaningful market information that parallels the ever-changing demographics of the protein industry. Questions and/or comments are encouraged and can be directed to Russ Whitman [rwhitman@urnerbarry.com](mailto:rwhitman@urnerbarry.com) or Daniel Munch, [dmunch@urnerbarry.com](mailto:dmunch@urnerbarry.com), or by phone at 732-240-5330.

### **About Urner Barry**

Urner Barry is a business publisher specializing in the reporting of market quotations and news to clients in the poultry, egg, meat, seafood, and related segments of the food industry. Urner Barry offers market reports via fax, e-mail and internet, as well as books and other media intended to make you a more informed buyer or seller of food products.

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