

The Vegan Digest
Mid-Year Consumer Purchase Recommendations
(June 2025 - Issuers of Public Securities)

Purchase Beyond Meat products because, with sales costs and marketing costs, they brought the world's transition to plant-based meats to a moment where consumers have a choice to accommodate this option.

Besides Impossible Foods, Beyond Meat is a fully plant-based firm that leads production with millions of pounds in plant-based foods for consumers each year.

Purchase Rivian products and similarly Tesla products, because Rivian has fundamentally expanded Tesla's competition in the western world for strictly EV manufacturers.

Rivian has also brought to the market, fully electric trucks and SUVs that resemble and exceed the internal combustion engine versions we currently love as consumers. No other strictly electric vehicle manufacturer produces these sort of EV trucks and SUVs.

Rivian reportedly raised \$12 billion in a November 2021 initial public offering. As of January 1, 2025 Rivian had about \$8 billion in cash on hand, hold debt instruments to the tune of \$5 billion, and have established \$4 billion in Property, Plant, and Equipment.

There's also immense levels of research and development conducted and expensed by Rivian to the tune of approximately \$2 billion a year.

Both Beyond Meat and Rivian have experienced negative annual gross profits with 2024 turning a new leaf for Beyond Meat as it observed 12.8% in gross profits. They currently run net losses from operations.

Rivians are currently preordered along with a small deposit prepayment. As it likely was with Tesla models before Tesla reached the economies of scale to become profitable, Rivian's cost to build each vehicle is greater than the revenue generated from selling it to you.

These EVs, both with Tesla and with Rivian, are simply spectacular. Rivian and Tesla establish over-the-air updates. These updates allow automation and technology embedded within these EVs to continue to increase the actual value that you receive compared to the price you pay for your EV.

Rivian and Tesla EV technology and automation exceed technology available in typical internal combustion engine vehicles.

If you care about firms that have taken on debt and public float in order to provide purchase options for earth-conscious consumers, The Vegan Digest recommends that you purchase Beyond Meat products that are to your liking, Rivian automobiles if possible, or even a Tesla automobile according to your preferences.

It's also important to remember costs associated with charging an EV and to remember the scrutinized sourcing for components of EV batteries and other EV parts.