

# FORTUNE

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FORTUNE.COM

STARBUCKS  
TESLA  
McDONALD'S  
NIKE  
COCA-COLA  
LINKEDIN  
MASTERCARD

## HOW THESE 50 COMPANIES ARE CHANGING THE WORLD

—AND MAKING MONEY DOING IT

INTEL  
WALMART  
PAYPAL  
BANK OF AMERICA  
UNILEVER  
GLAXOSMITHKLINE

**INVESTIGATION**  
HOW GAWKER STASHED  
CASH OVERSEAS  
—AWAY FROM PETER THIEL

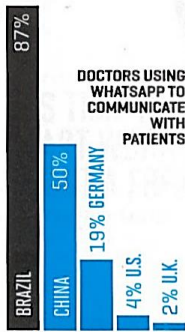
**EXCLUSIVE**  
THE TRADER  
WHO BEAT THE  
FEDS

**INVESTING**  
WHY CANADIAN  
STOCKS COULD  
SOAR



DISPLAY UNTIL  
SEPTEMBER 26, 2016

## MACRO



SOURCES: CELLO HEALTH INSIGHT, CHINA DATA REFERS TO WECHAT

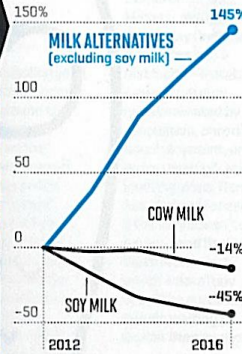
### ON CALL THE DOCTOR WILL INSTANT MESSAGE YOU NOW

When messaging service WhatsApp announced in April that it would adopt end-to-end encryption, it ruffled law-enforcement agencies worldwide [and even led Brazilian officials to briefly shut down the Facebook-owned app]. But the move may also have opened the door to better health care. Nearly nine out of 10 doctors in Brazil communicate with patients using WhatsApp, Cello Health Insight says, and it played a key role in tracking the country's Zika virus outbreak.

U.S. doctors' uptake has been slower—just 4% use the app—mostly out of privacy concerns. But as the company flaunts its commitment to encryption, that could change. Polsinelli health privacy attorney Katie Kenney says WhatsApp is as compliant as other doctor-specific apps—if not more so—if used properly. And it beats sitting around in the waiting room. —JEN WIECZNER



MILK SALES GROWTH SINCE 2012



SOURCE: EUROMONITOR INTL.

### GO T LACTOSE INTOLERANCE?

## SOY MILK IS OVER. LONG LIVE COCONUT MILK

HOW TO MAKE SENSE OF THE EXPLOSION OF DAIRY ALTERNATIVES IN THE REFRIGERATED AISLE.

BY BETH KOWITT

SOY MILK has long been the creamer of choice for those unwilling to consume an animal product but who also can't quite stomach black coffee and dry cereal. In recent years, though, consumers' taste for soy milk has soured. Blame some studies suggesting it can lead to an increased risk of breast cancer, the fact that nearly all soybeans grown in the U.S. are genetically modified, or maybe just the explosion of other nondairy alternatives that still say "milk" on the label.

Take Starbucks, which introduced the first nondairy milk drink featured on its menu this summer. The ingredients: not soy, but coconut milk: Coconut,

rice, almond, cashew, and other nondairy alternatives have soared 254% in U.S. retail sales over the past half-decade, to \$1.7 billion in 2016, according to Euro-monitor. Cow milk, while still a \$13.1 billion market, has seen sales tumble just over 17%. It's no surprise, then, that when Danone announced in July that it would buy WhiteWave, the French dairy company touted its acquisition target's "plant-based milks" in the headline of the news release.

But not all non-milk is created equal. If you're steering clear of heifers, here's the breakdown on what you should be drinking instead. ☺

### WHAT KIND OF MILK SHOULD YOU BE DRINKING?

| ALMOND   | COCONUT  | HEMP  | RICE  | YELLOW PEA   |
|--|--|---|---|--|
| <b>Brand example:</b><br>Almond Breeze   | <b>Brand example:</b><br>So Delicious  | <b>Brand example:</b><br>Tempt  | <b>Brand example:</b><br>Rice Dream   | <b>Brand example:</b><br>Ripple  |
| <b>Pros:</b> It's low in calories and has no cholesterol.  | <b>Pros:</b> A creamy, rich taste. High in saturated fats, which are in vogue. | <b>Pros:</b> The farmer-friendly crop is part of the plant-based subset of seed milk (think chia, flax, and sunflower). Great for its omega-3 and omega-6 benefits. | <b>Pros:</b> The sweetness comes from naturally occurring sugars. Good for people with soy, nut, and dairy allergies.             | <b>Pros:</b> It's significantly less water-intensive than almond and cow milk, and has more protein than other plant-based alternatives. |
| <b>Cons:</b> Low protein. It's very water-intensive—requiring a gallon per almond (still better than cow milk)—and most U.S. almonds are grown in drought-ridden California. | <b>Cons:</b> Lacking in protein. Many coconut farmers live in poverty.         | <b>Cons:</b> It has lower protein than milk and soy, and is associated with its illicit cousin, marijuana.  | <b>Cons:</b> It's high in carbohydrates and very low in protein. Rice cultivation also requires a lot of water and emits methane. | <b>Cons:</b> Ripple uses peas from France (not great for its carbon footprint) but is looking for a U.S. source.                         |

PHOTO: ILLUS. BY GUYEN

## YELLOW PEA

Brand example:  
Ripple

**Pros:** It's significantly less water-intensive than almond and cow milk, and has more protein than other plant-based alternatives.

**Cons:** Ripple uses peas from France (not great for its carbon footprint) but is looking for a U.S. source.