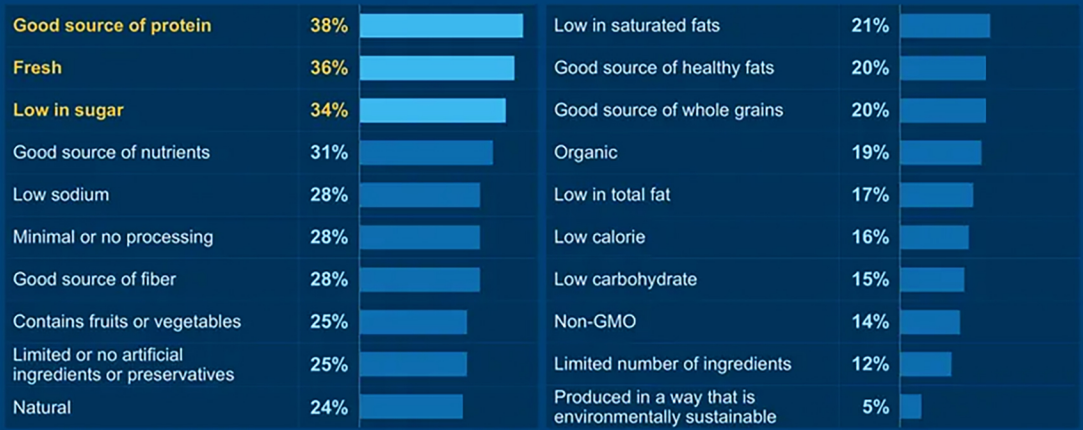
Protein is consumers' top answer to what best defines healthy food



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