

Protein transition: psychology of meat consumption

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03-12-2024

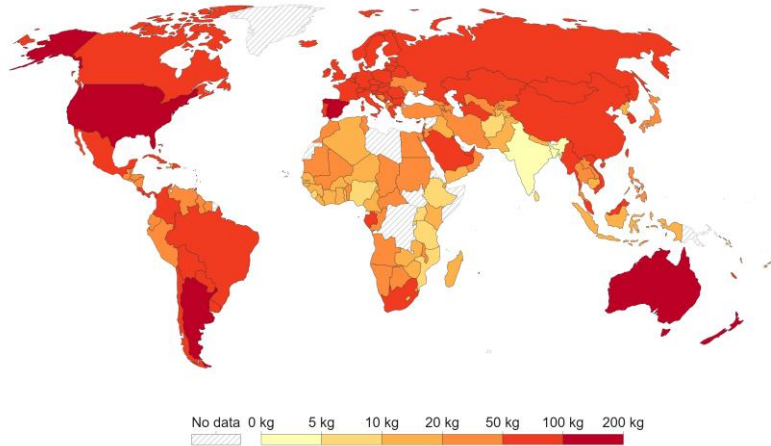




Meat supply per person.

Average total meat supply per person measured in kilograms per year.

Our World
in Data



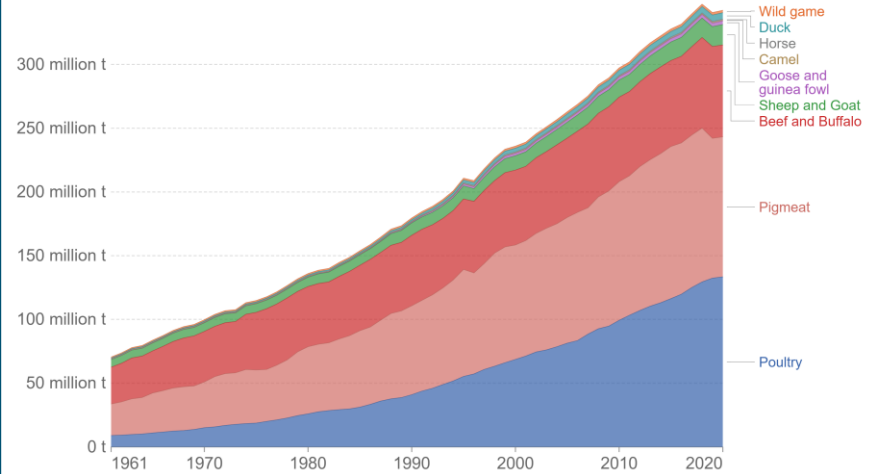
Source: UN Food and Agriculture Organization (FAO)

OurWorldInData.org/meat-production • CC BY

Note: Data excludes fish and other seafood sources. Figures do not correct for waste at the household/consumption level so may not directly reflect the quantity of food finally consumed by a given individual.

Meat production by livestock type, World, 1961 to 2020

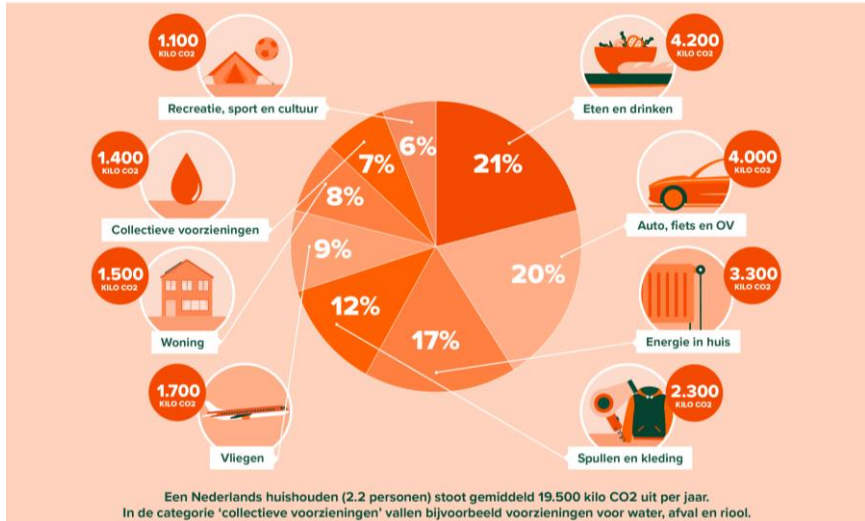
Our World
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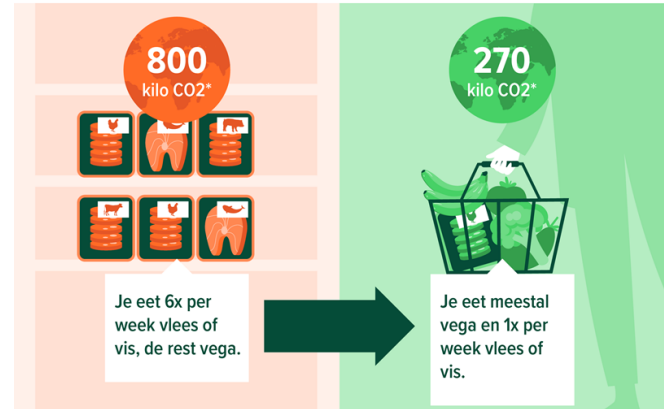
Source: UN Food and Agricultural Organization (FAO)

OurWorldInData.org/meat-production • CC BY

Note: Total meat production includes both commercial and farm slaughter. Data are given in terms of dressed carcass weight, excluding offal and slaughter fats.



KLIMAATIMPACT IN EIGEN HAND VAN 6 NAAR 1X PER WEEK VLEES



Meat

Dairy

Insects & cultured meat

Plant-based analogues

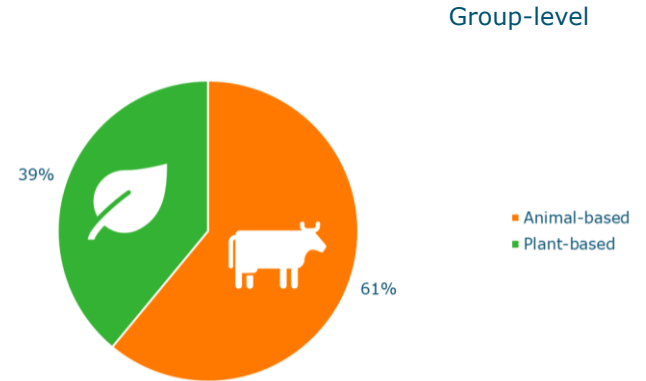
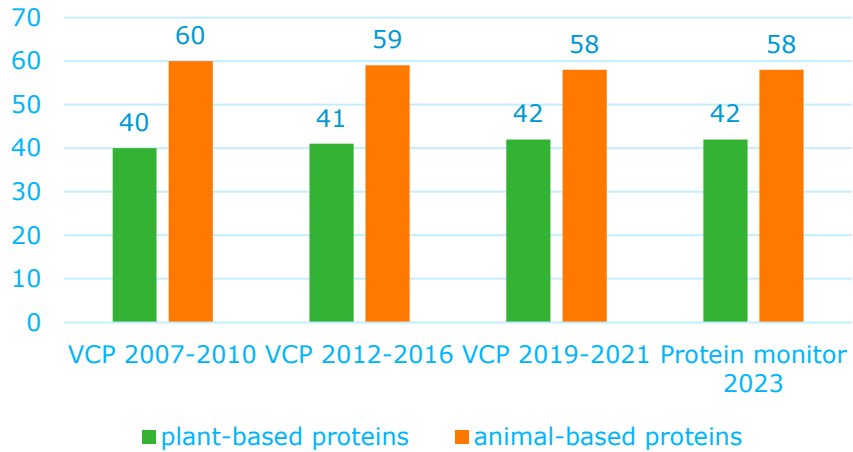
Non-processed plant proteins

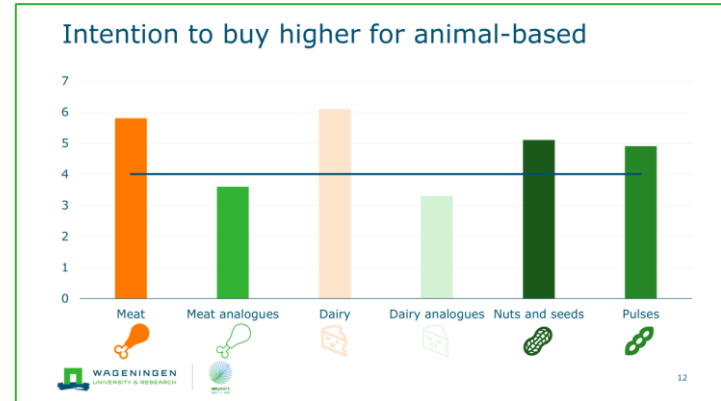
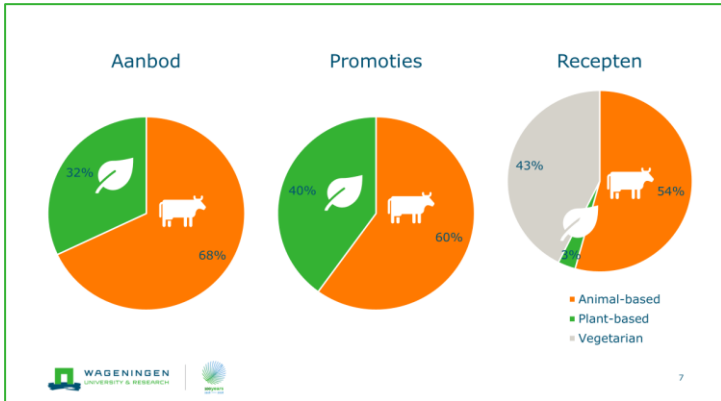
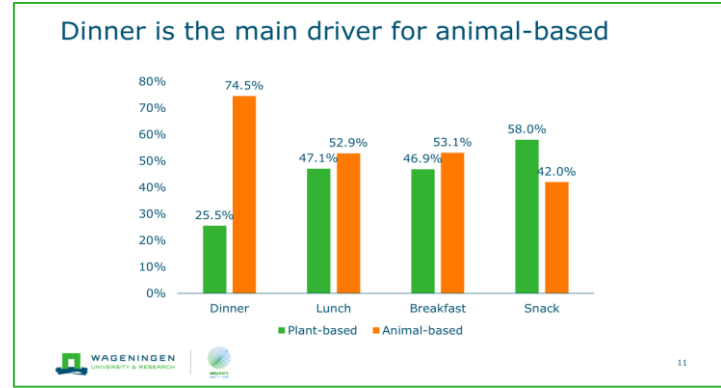
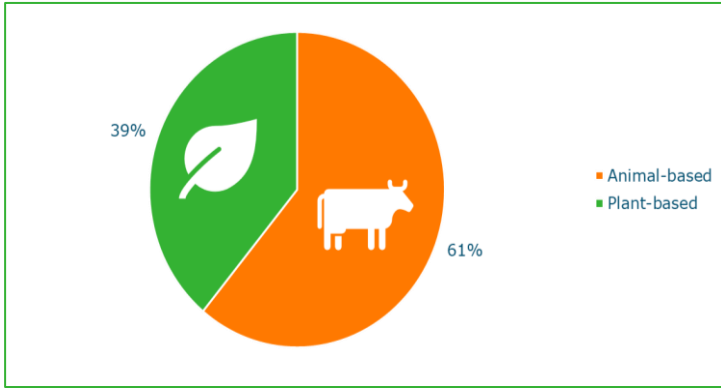


Portions

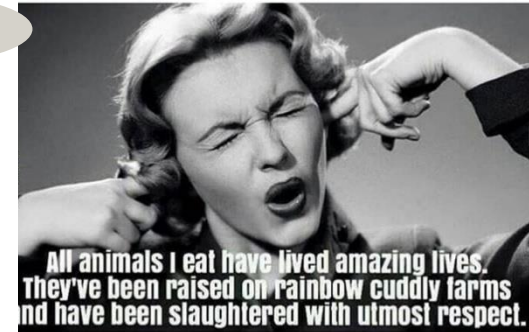
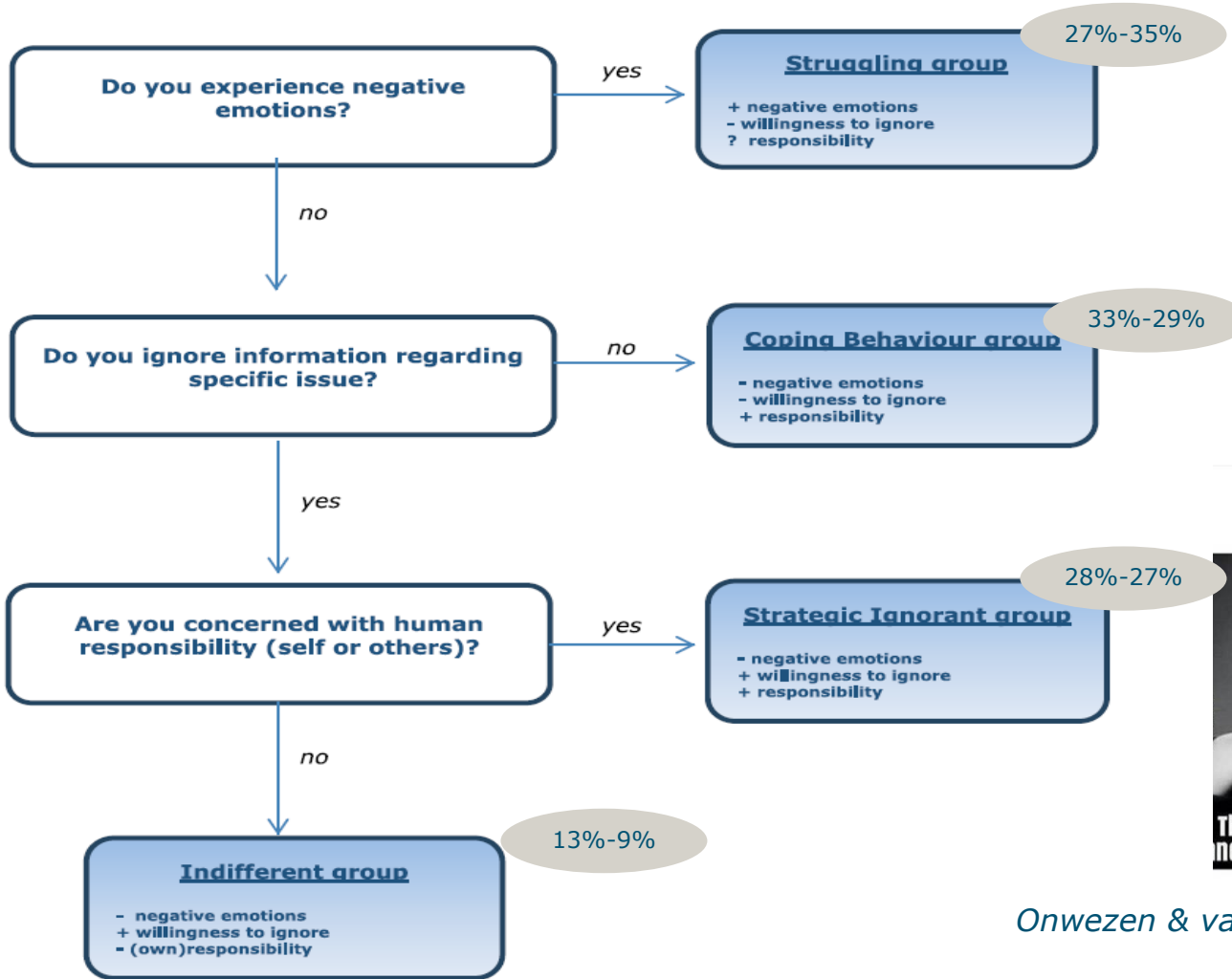
Frequency

Replace













25%

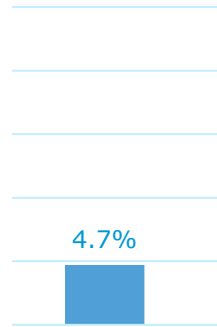
20%

15%

10%

5%

0%



No promotion material



2. Affect versus cognition

BURGER

op basis van insecten (100% buffalowormpjes)

Voel je goed en kies een gezond alternatief gemaakt van insecten



Op basis van buffalowormpjes

BURGER

op basis van insecten (100% buffalowormpjes)

Onderzoek toont aan dat insecten een gezond alternatief zijn



Op basis van buffalowormpjes

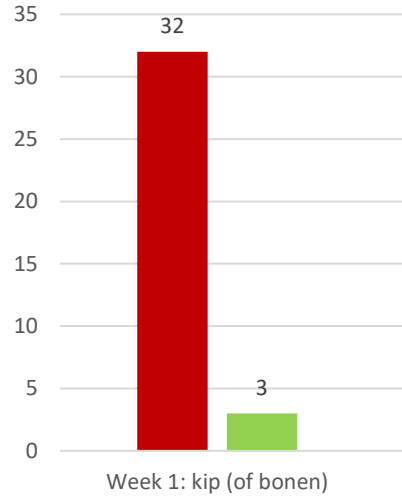


Food environments shape what food we buy and eat.

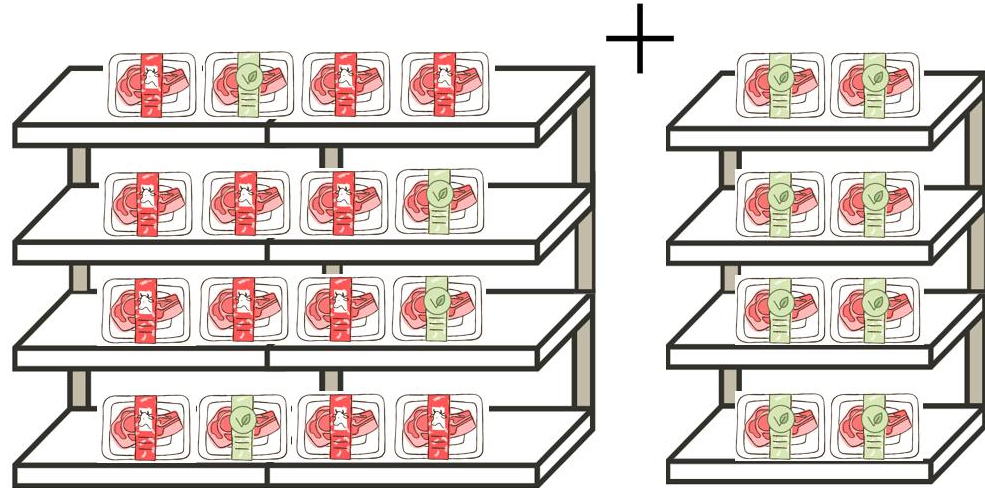
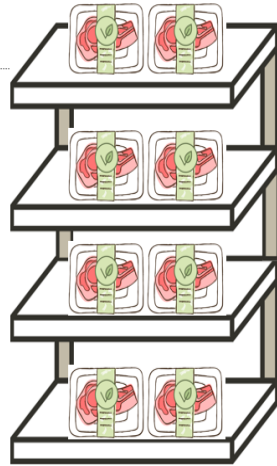
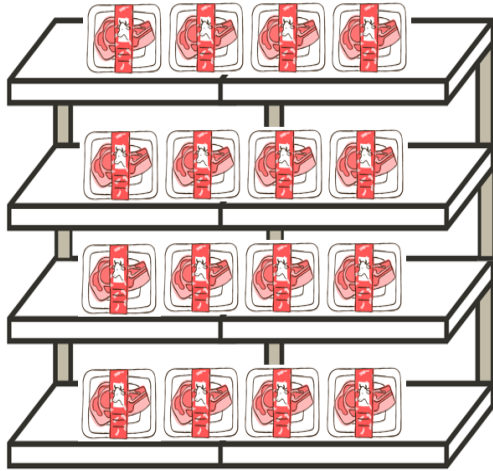
Week 1	Week 2
Beans	
Wrap chicken default	Wrap beans default
<div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <p>Maandmenu</p> <p>Gegrilde courgettesoep</p> <p>***</p> <p>Rijkgevulde wrap met kip, gegrilde groente en guacamole</p> <p><i>Liever een rijkgevulde wrap met bonen (v)? Dit is op verzoek ook mogelijk.</i></p> <p>***</p> <p>Tarte tartin met appel & peer en vanille ijs</p> <p>€41,-</p> <p>Voor 2 personen</p> </div>	<div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <p>Maandmenu</p> <p>Gegrilde courgettesoep</p> <p>***</p> <p>Rijkgevulde wrap met bonen, gegrilde groente en guacamole (v)</p> <p><i>Liever een rijkgevulde wrap met kip? Dit is op verzoek ook mogelijk.</i></p> <p>***</p> <p>Tarte tartin met appel & peer en vanille ijs</p> <p>€41,-</p> <p>Voor 2 personen</p> </div>



Aantal keer besteld



■ Vlees ■ Vega



Multi-component interventions

Evaluation of sales figures: A slight increase in meat substitutes and recipe products during the intervention, followed by higher sales in the weeks after the intervention compared to the weeks before the intervention.



Shop-in-shop

Ambassadors

Tasting

scoreboard

Interventions to support plant-based choices

Consumer behavior is not always rational. However, behaviour can be understood and supported.

Examples:

- Trigger values and motivations at the right moment of decision-making
- Activate positive emotions
- Assure a supportive environment that triggers norms
- Set a standard
- Combine interventions to support desired choices

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