



ENCOURAGING BEHAVIOURAL SHIFTS TOWARDS SUSTAINABLE DIETS

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More sustainable diets means a shift away from an over-reliance on animal-based proteins and a reduction in food waste. There are a number of benefits that can come from moving away from overconsumption of meat and dairy, for health, environment and animal welfare.

CONSUMER INTENTIONS

A recent (2017) European consumer poll found that **27%** of people were expecting to eat less meat in 5 years' time and **5%** of people expected that they would eat no meat at all.



REASONS GIVEN FOR SHIFTING AWAY FROM MEAT INCLUDE:

- 1 NEGATIVE HEALTH EFFECTS (40%)
- 2 ANIMAL WELFARE (17%)
- 3 EXPENSE (14%)
- 4 NEGATIVE ENVIRONMENTAL IMPACT (12%)
- 5 LESS COMMON (6%)



1 IN 3 consumers are willing to cut down on red meat.



Research has found that many have the intention and are willing to reduce their meat and dairy consumption for a number of reasons, but people do not always do the things that they intend to do.

INTENTION-BEHAVIOUR GAPS

Dr Laffan's research found that although **22%** intended to reduce meat and **11%** intended to reduce dairy, there are many contextual factors that may prevent them from doing so.

COMPANY: Meat consumption is most likely when people are eating with friends and family.

MOTIVATION: If convenience, nutrition or environmental factors were important to a person in the moment they make their decisions, they are less likely to consume meat.

PLACE: People are more likely to eat meat when eating out.

MEAL: Meat consumption is most likely to occur at dinner, and dairy consumption at breakfast.

DAY OF THE WEEK: Sundays are the day where people are most likely to fail to not eat meat.

