

ENCOURAGING BEHAVIOURAL SHIFTS TOWARDS SUSTAINABLE DIETS

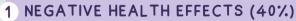
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More sustainable diets means a shift away from an over-reliance on animal-based proteins and a reduction in food waste. There are a number of benefits that can come from moving away from overconsumption of meat and dairy, for health, environment and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





- 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.

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.

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.

DAY OF THE WEEK: 7
Sundays are the day
where people are
most likely to fail
to not eat meat. 3



