

# Consumer acceptance of alternative proteins

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**16 kilometers**

**1 month of  
showers**

**2,5 kilo animal feed**

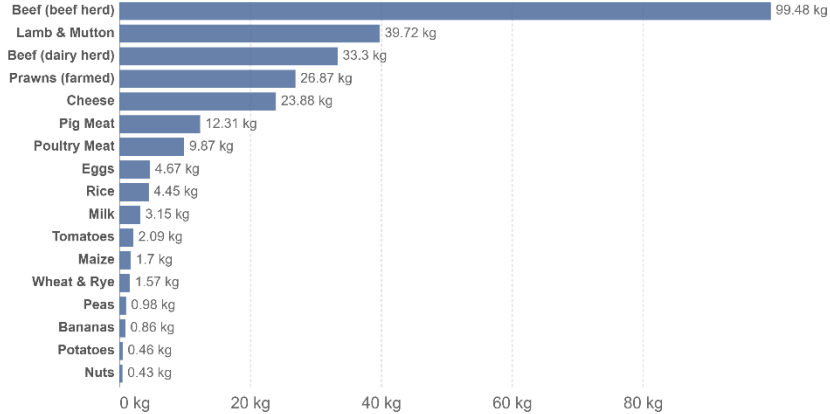
**Food related  
diseases**

**Animal welfare**

## Greenhouse gas emissions per kilogram of food product

Emissions are measured in carbon dioxide equivalents (CO<sub>2</sub>eq). This means non-CO<sub>2</sub> gases are weighted by the amount of warming they cause over a 100-year timescale.

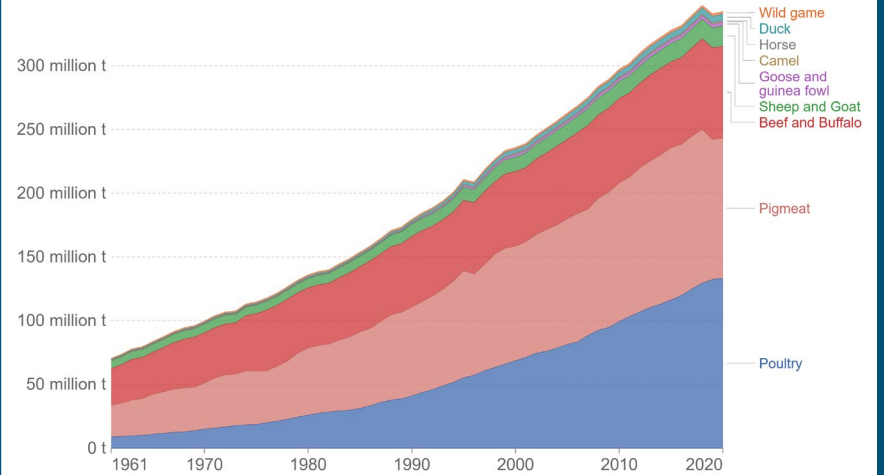
Our World  
in Data



Source: Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers.  
 Note: Greenhouse gases are weighted by their global warming potential value (GWP100). GWP100 measures the relative warming impact of one molecule of a greenhouse gas, relative to carbon dioxide, over 100 years.  
 OurWorldInData.org/environmental-impacts-of-food • CC BY

## Meat production by livestock type, World, 1961 to 2020

Our World  
in Data



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.

# Protein transition

Meat



Dairy



Insects & cultured meat



Plant-based analogues

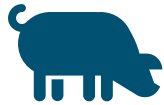


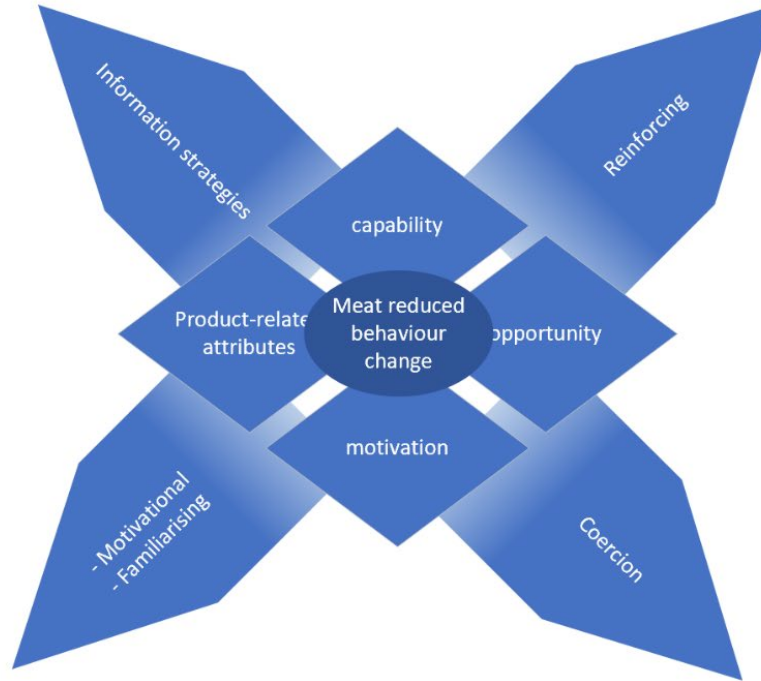
Non-processed plant proteins



More plant-based and less animal-based diets



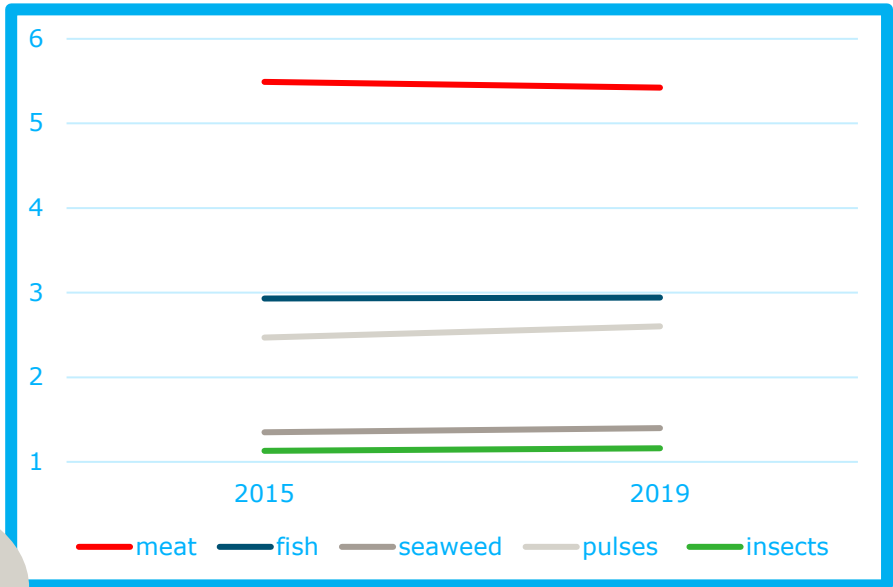
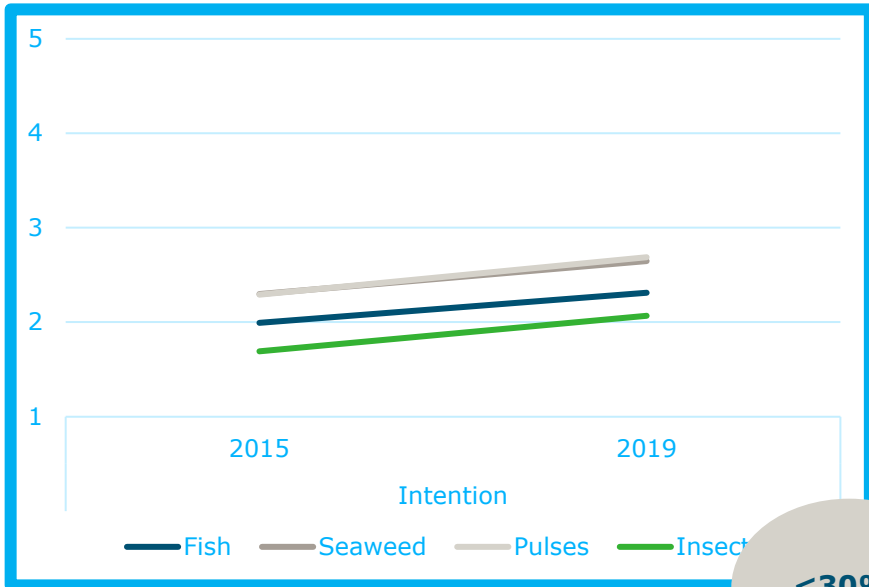






# 1. Intention behaviour gap

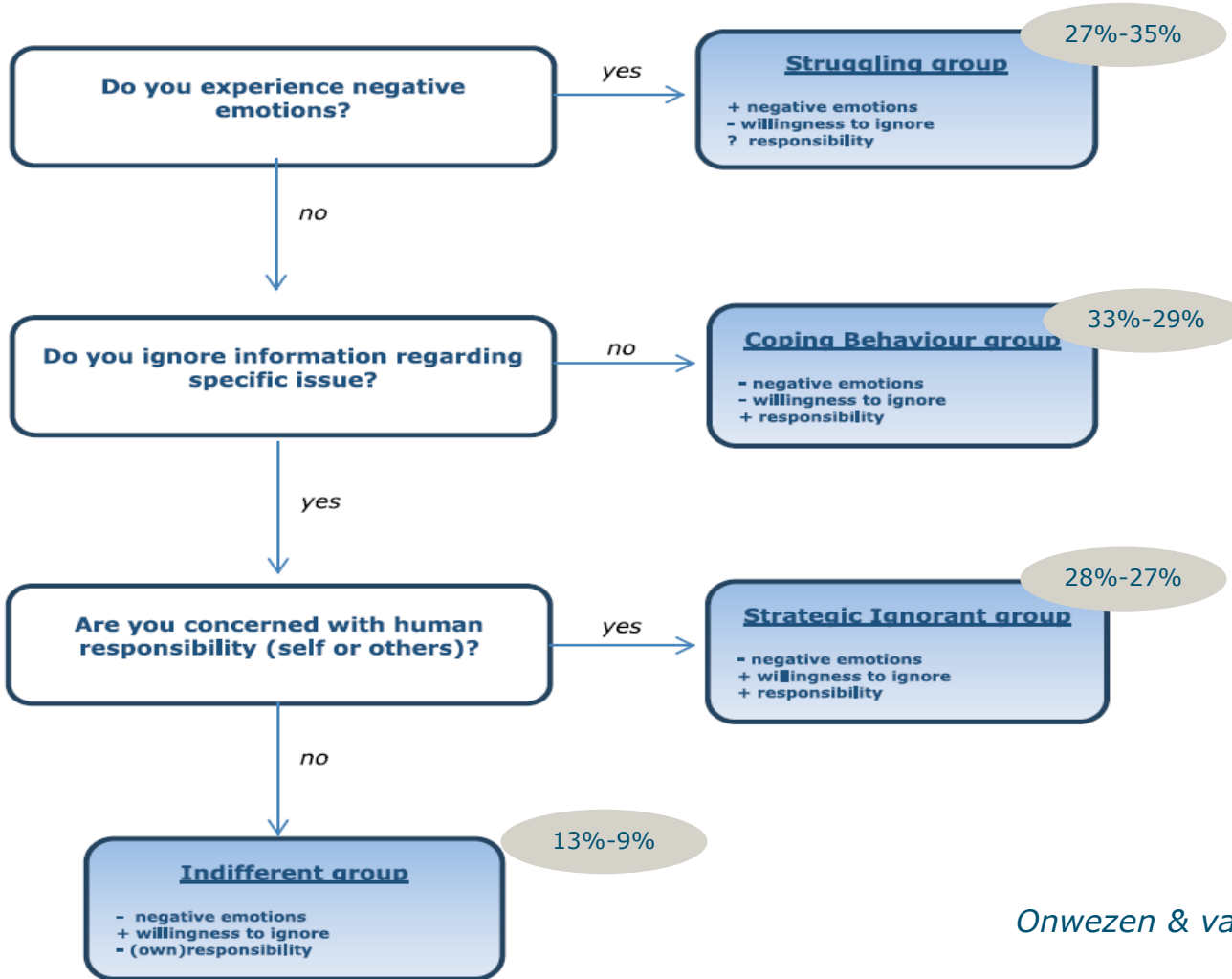




**<30%!**



## 2. Ignorance & value activation





25%

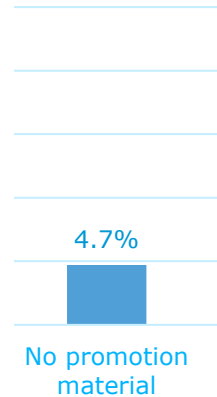
20%

15%

10%

5%

0%



### 3. Nudging: changing the food environment





Purchase contexts

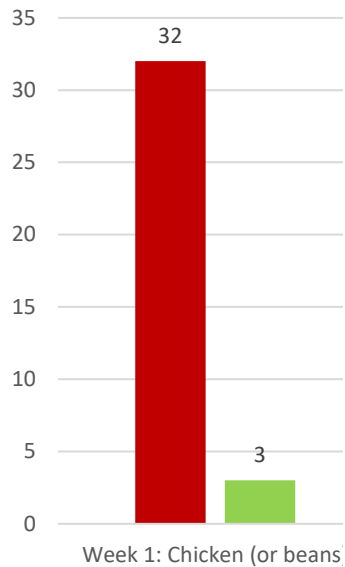
**Hedonic**  
*Pleasure & taste*

**moral**  
*Ethics values*

**Gain**  
*Wellbeing & finances*

**Social**  
*Social pressure*

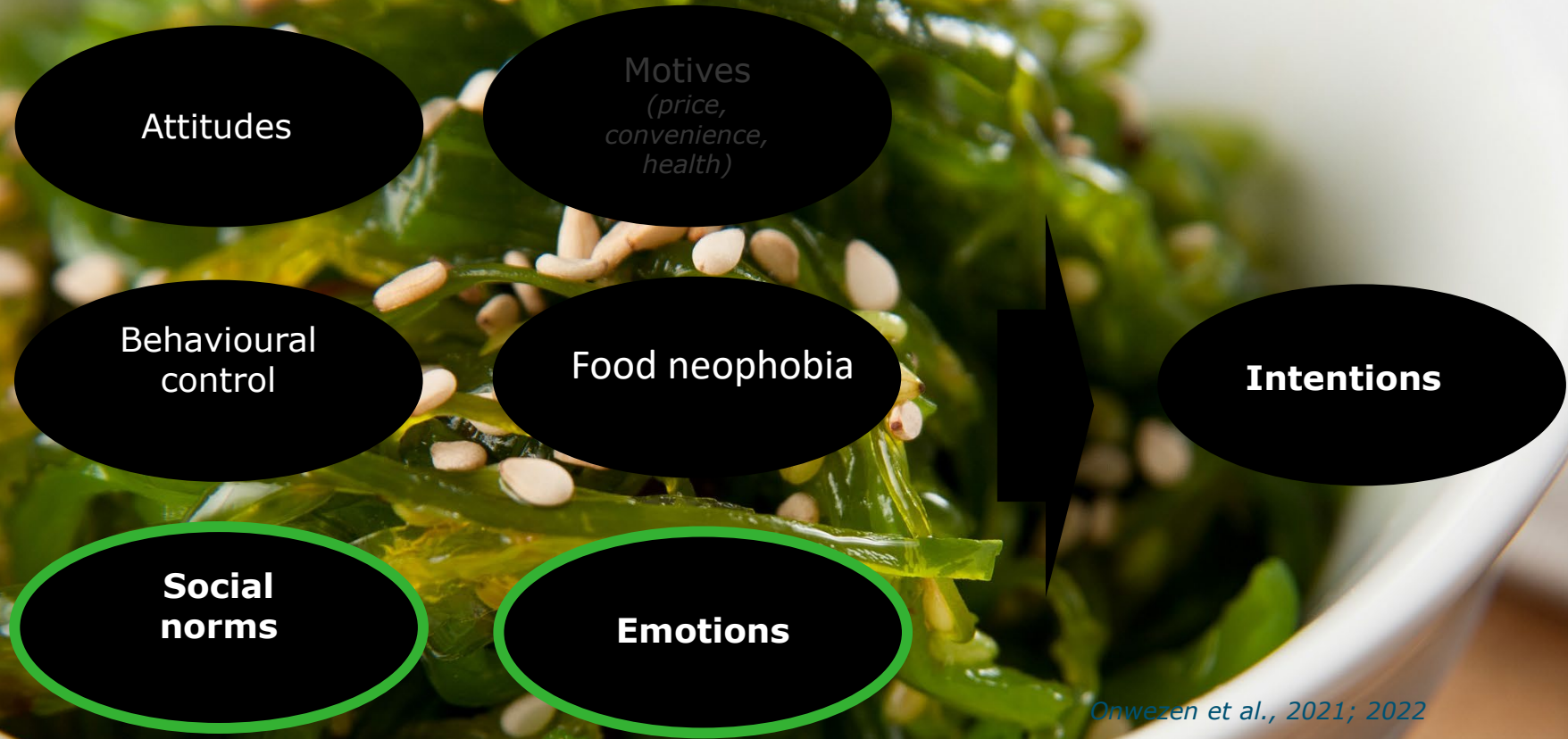
Week 1	Week 2
Beans	
Standard: chicken wrap	Standard: beans wrap
<div data-bbox="144 554 531 947"> <p><b>Maandmenu</b></p> <p>Gegrilde courgettesoep</p> <p>***</p> <p>Rijkgevulde wrap met kip, gegrilde groente en guacamole <i>Liever een rijkgevulde wrap met bonen (v)? Dit is op verzoek ook mogelijk.</i></p> <p>***</p> <p>Tarte tartin met appel &amp; peer en vanille ijs</p> <p><b>€41,-</b> Voor 2 personen</p> </div>	<div data-bbox="589 554 975 947"> <p><b>Maandmenu</b></p> <p>Gegrilde courgettesoep</p> <p>***</p> <p>Rijkgevulde wrap met bonen, gegrilde groente en guacamole (v) <i>Liever een rijkgevulde wrap met kip? Dit is op verzoek ook mogelijk.</i></p> <p>***</p> <p>Tarte tartin met appel &amp; peer en vanille ijs</p> <p><b>€41,-</b> Voor 2 personen</p> </div>



■ Meat ■ Vega



## 4. Unconscious affective route





## 4. 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



**Consumers are willing to change,  
though need support to act  
differently**

We can identify knowledge rules to  
understand consumer behaviour

1. Intention behaviour gap
2. Ignorance and value activation
3. Food environment: default
4. More unconscious affective routes

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All pictures are sourced by Pixabay  
and Pexels, we are highly  
appreciative of these beautiful  
pictures and thank the contributors

# References

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