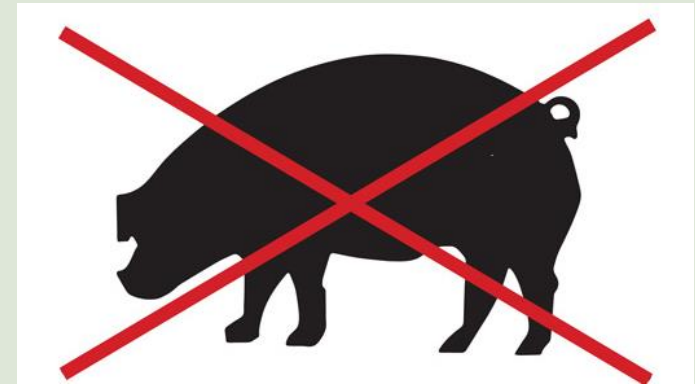


Reducing meat consumption

Jade van der Linden, Lotte Rijken,
Justus Driessen, Stan Sierdsema,
Andrea Zambelli, Noor Rahman



Reducing meat consumption and promoting replacements



BIG ECOLOGICAL
FOOTPRINT



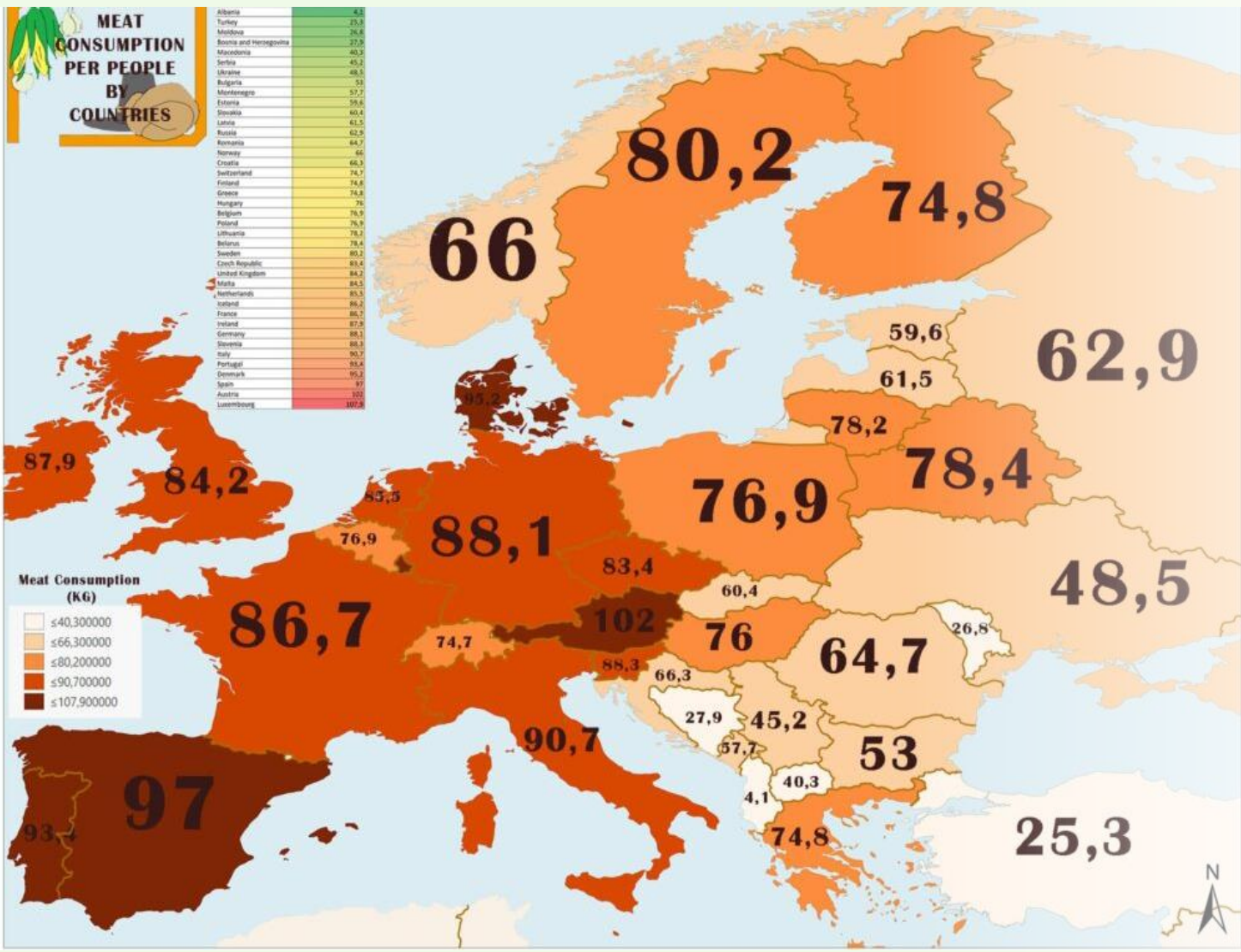
HABIT



TOP 6

CARBON FOOTPRINT RANKING OF FOOD

RANK	FOOD	CO2 KILOS EQUIVALENT	CAR KILOMETRES EQUIVALENT
1	Lamb	39.2	146
2	Beef	27.0	101
3	Cheese	13.5	50
4	Pork	12.1	45
5	Turkey	10.9	40
6	Chicken	6.9	26
7	Tuna	6.1	23
8	Eggs	4.8	18
9	Potatoes	2.9	11
10	Rice	2.7	10



Meat consumption per people in kg

Different views

- Meat eaters
- Farmers
- Government
- Vegetarians/vegan/less meat



The meat consumption has to change



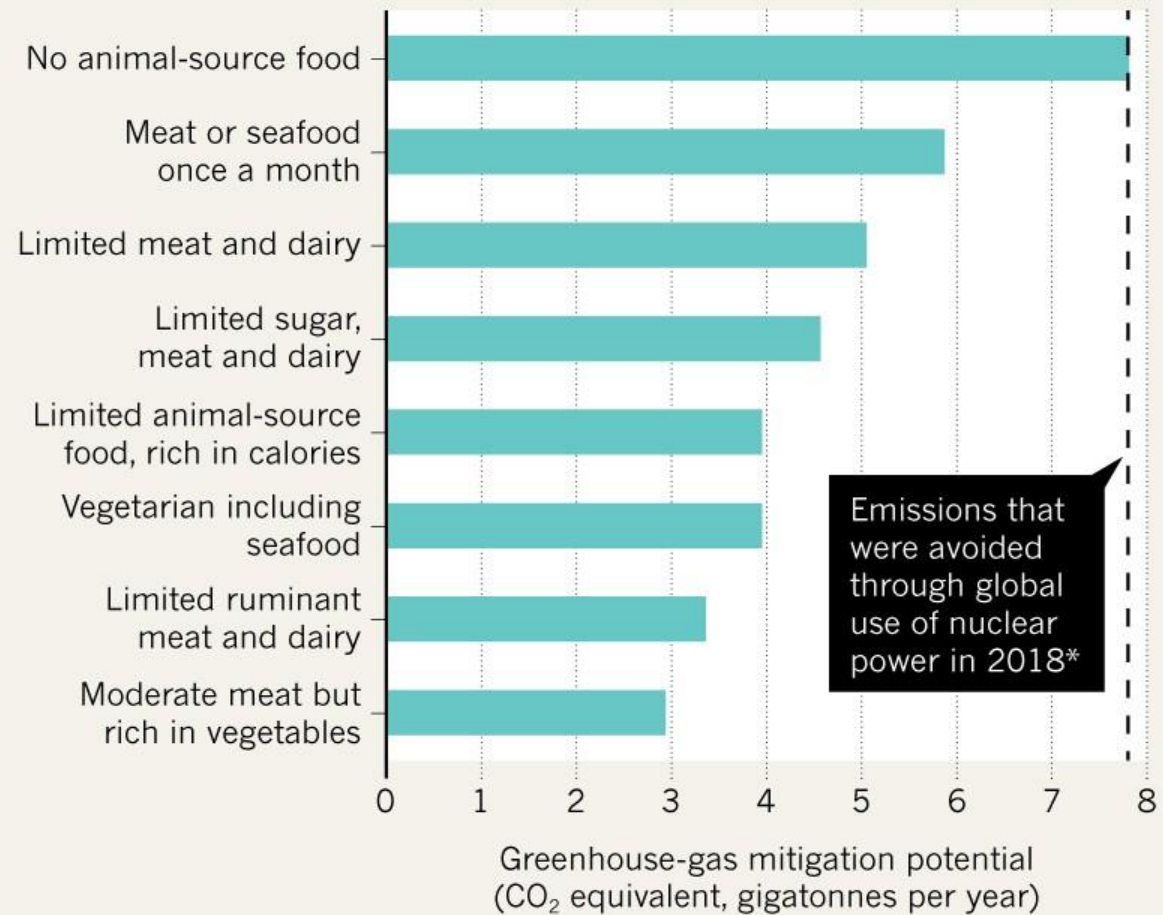
Previously-taken actions

- Open Air Festival
- Arjen Lubach against meat propaganda of the government
- UN-report against meat consumption

The source as used in the UN- reports

WHAT IF PEOPLE ATE LESS MEAT?

The Intergovernmental Panel on Climate Change examined the estimated impact on greenhouse-gas emissions of the world's population adopting a variety of diets.



*Assumes nuclear power plants replaced fossil fuels; data from the World Nuclear Association.

Driver of change

ALS WE IN DE EUROPESE UNIE

50%

MINDER DIERLIJKE PRODUCTEN CONSUMEREN



ZORGT DAT VOOR EEN DALING VAN

40%

VAN DE TOTALE UITSTOOT VAN BROEIKASGASSEN

NATIONALE WEEK ZONDER VLEES & ZUIVEL

VEGETARISCH



Vlees vervangen?



noten



peulvruchten



ei

IK BESPAAR DOOR
1 WEEK GEEN VLEES EN ZUIVEL
TE ETEN EN DRINKEN



3.2 kilo vlees en zuivel

NATIONALE
WEEK
ZONDER
VLEES

& ZUIVEL

Succes factors: what can you do?

- Consumers: buy sustainable options
- Producers: economically profitable & protection, subsidies -> renewable
- Retail branch: 40 % advertising on meat & 200 commercials, superhero
- Research centers: sustainable burger, increase energy efficiency
- Government: big role, subsidies, bonus-manus system with maximum



Proposals for the future



THE RETAIL BRANCH
SHOULD PROMOTE LESS
MEAT AND MORE MEAT
SUBSTITUTES.



MAKING 'REAL' MEAT
MORE EXPENSIVE



MORE VEGETARIAN
OPTIONS IN RESTAURANTS



GUEST LESSONS



BONUS-MALUS SYSTEM



MAKE IT EASIER FOR
PEOPLE TO COOK
VEGETARIAN. MAKE
RECIPES THAT ARE QUICKLY
AND EASY TO MAKE.

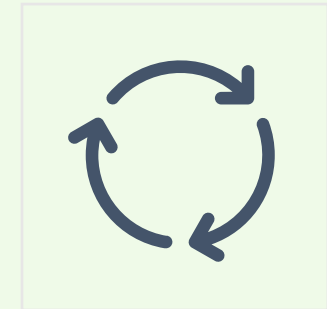
3 steps of reducing meat in society each with a different level of consumer involvement.



1. Part meat, part plants. Consumers remain relatively passive, not concerning themselves with food production.



2. Cultural debate and small, practical steps that appear feasible and attainable. Consumers who are willing to reduce meat → most relevant group



3. Extension of step 2: changing values, focused on people who eat no or little meat.

Cooking book example

Meat option



Vegetarian option

