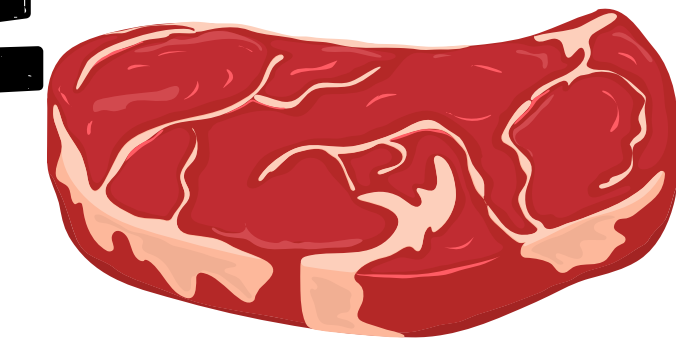
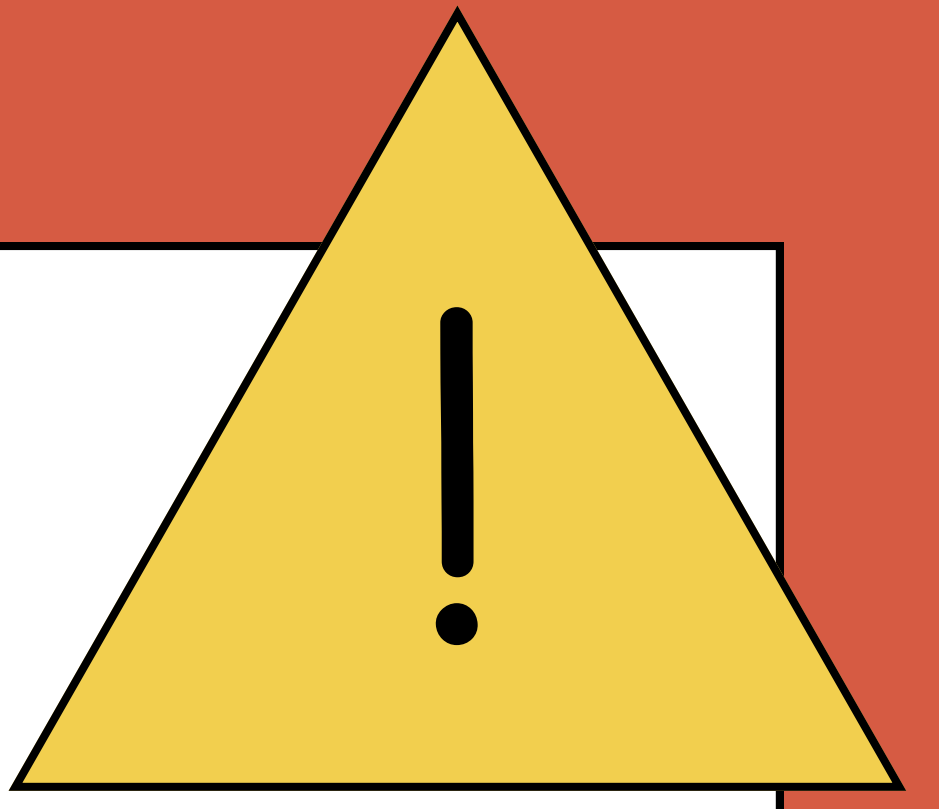




# REDUCING MEAT CONSUMPTION TO MITIGATE CLIMATE CHANGE



## Why Tackle Meat Consumption?

- Livestock sector account for a **significant amount of global greenhouse gas emissions**;
- Emissions along all sections of the meat production chain;
- Lowering meat consumption patterns seems to be most beneficial in reducing emission levels.

## The EU Green Deal

- Goal: **Carbon neutral Europe** by 2050;
- Aims to regulate EU food system through Farm to Fork Strategy;
- **No direct reference to meat consumption** in proposed measures;
- Lack of concrete proposal on labelling education, taxes and imports.

### Ask meat producers

- Method**
- Interview with a meat producer;
  - Qualitative Content Analysis into Themes, Categories, Subcategory-I, Subcategory-II.

### Findings

- **I: Climate Change Awareness**
  - Acknowledgement, Knowledge, Willingness.
- **II: Current Sustainability Measures**
  - Common sustainability measures identified;
  - Must verify self-reported measures.
- **III: Opinions on Green Deal Measures**
  - Tax&Subsidy:
    - Fairness and uniformity are crucial.
  - Transportation:
    - Complexity of implementation.
  - Labelling:
    - Support, but must be fair and clear;
    - Consumer must be informed.
  - Import&Export:
    - Supply chain integrity;
    - Global competitiveness.
- **IV: Implementation of the Green Deal**
  - Fair competition;
  - Tackle regional similarities & differences.

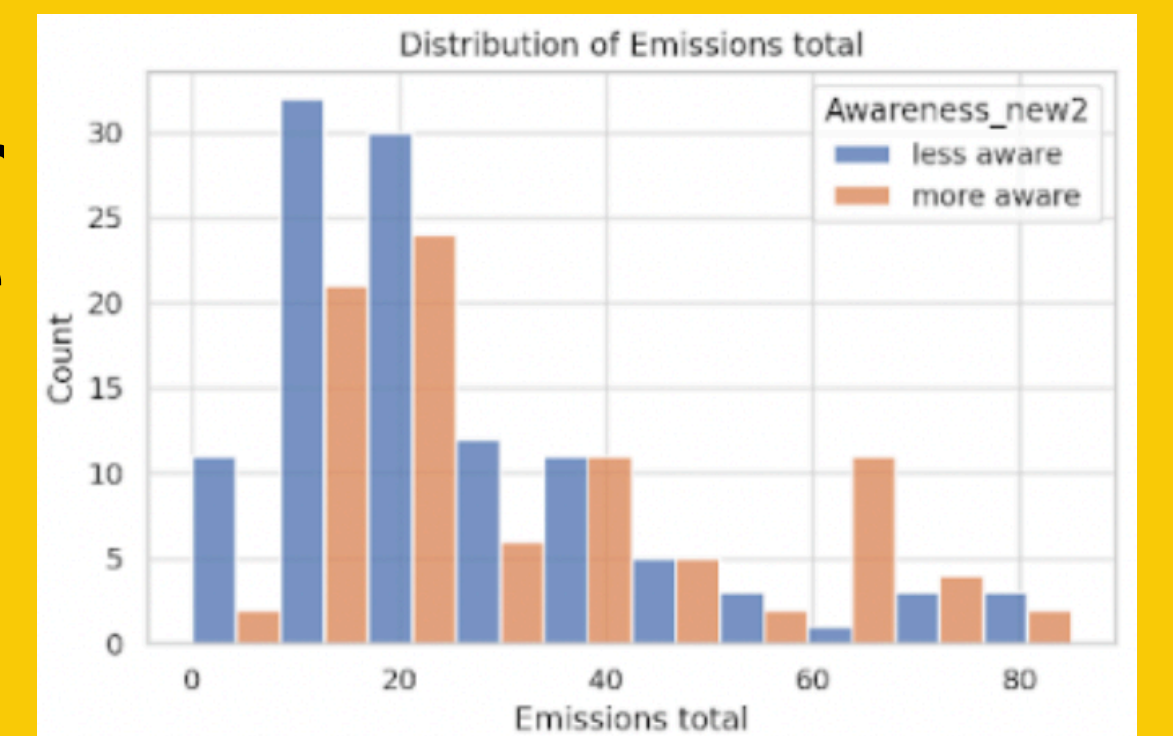
## Our Methods & Findings

### Ask meat consumers

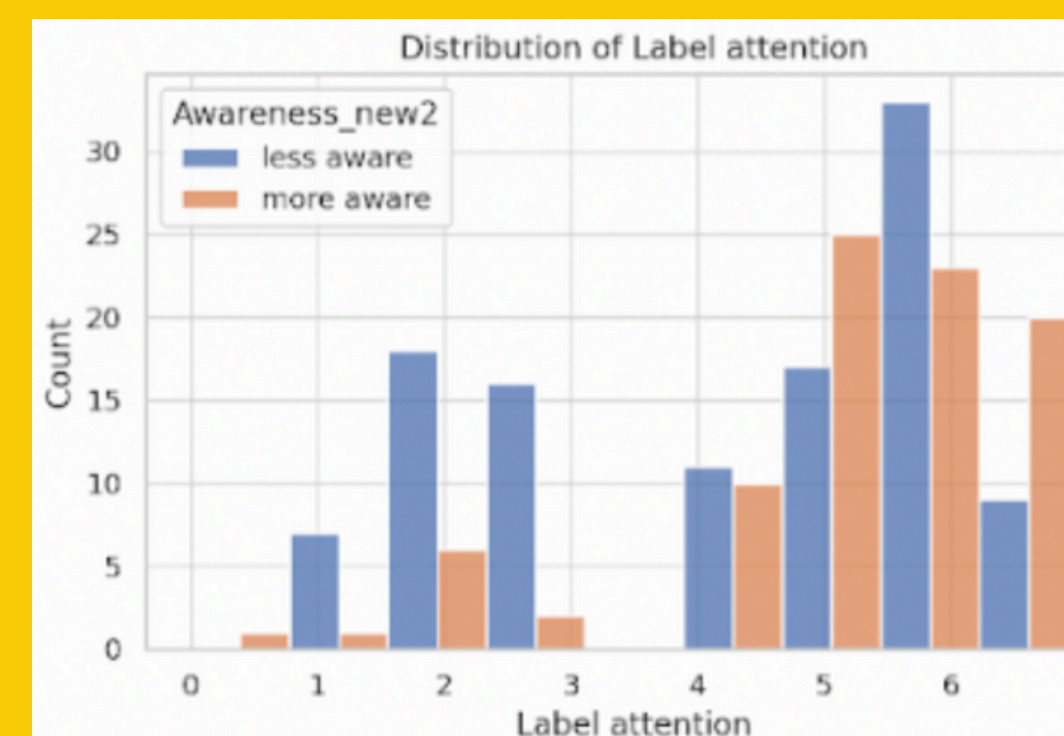
- Survey for UM students; **Method**
- 199 respondents.

- Sample split along awareness levels of meat's climate impact: **higher awareness correlates with knowledge & willingness to change**

- Higher awareness correlates with **higher estimates of meat's impact** on climate change (29%) - Even **higher than reality!**
- **More aware individuals are also:**



more attentive to labels:

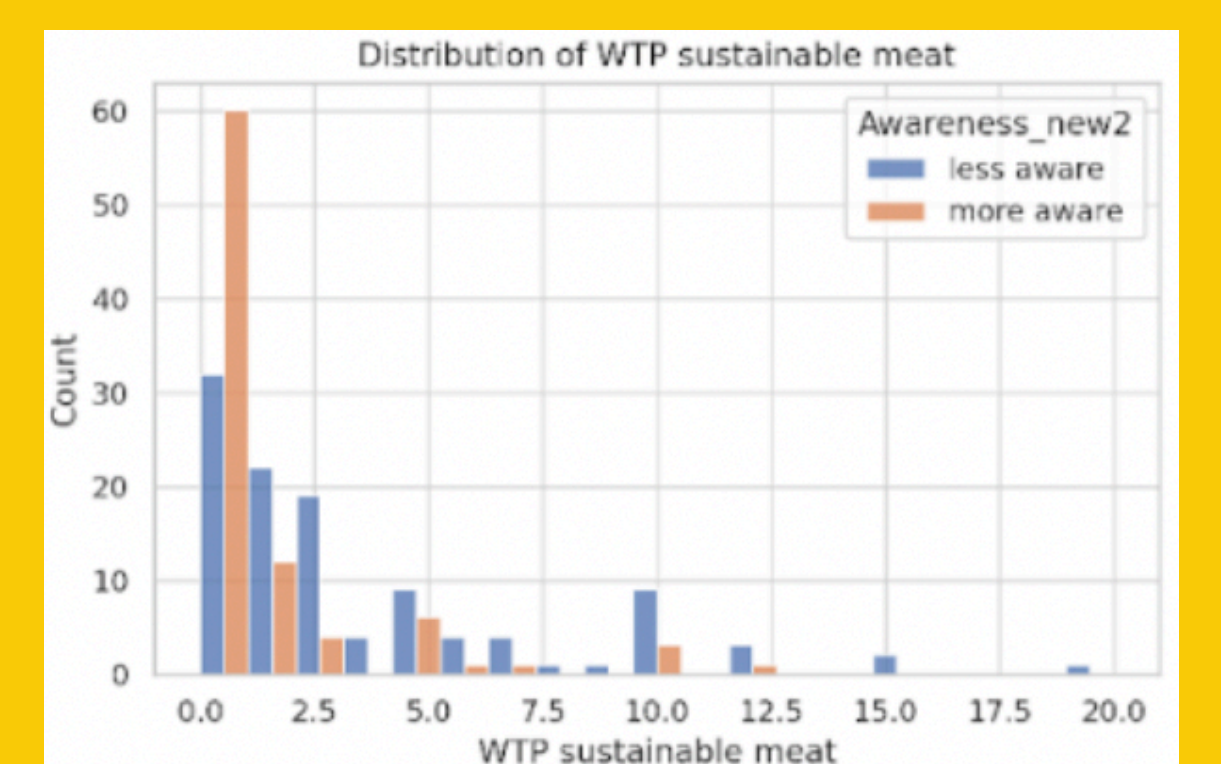


more open to tax increases:



### Findings

- Even aware individuals **distrust labels & are unwilling to pay more** for sustainable & plant-based meat:



## Conclusions

- **Raising awareness** of meat's climate impact leads to further benefits, such as...
  - openness to educational interventions in the 1st place
- Many established intervention ideas can be included in the Green Deal to ensure fair, international application
  - e.g. tax and label requirements
- Research needed for **surprising overestimations** of emissions

## Legislative proposal

- Raising consumer awareness through **educational measures**;
- Businesses selling meat to consumers must be more transparent - e.g. via **uniform labelling standards**;
- Uniform approach towards **imports and taxation**;
- Most reasonable **eco-friendly form of transportation**.

### Research group

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