

BFAP
DATA
DRIVEN
INSIGHT

Consumer understanding of sustainable food choices for red meat

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SASDT Symposium

Lanzerac Hotel, Stellenbosch

24 March 2022



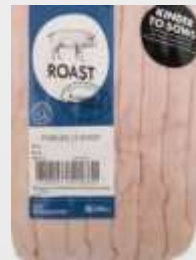
Sustainable food choices & meat:

Rising exposure & awareness

Media exposure...

- “Climate Change: Do we need to cut down our meat consumption?” (IOL, 2021)
- “South Africa pushes to eat more green” (City Press, 2020)
- “Why 'Meatless Mondays' might be a good idea” (IOL, 2021)
- “7 ways to eat less red meat (and why you should)” (Health 24, 2019)

Labelling claims examples...



METHODOLOGY OVERVIEW

- 2019/2020
- RMRD SA funding

Middle-income
consumers
(n=163)



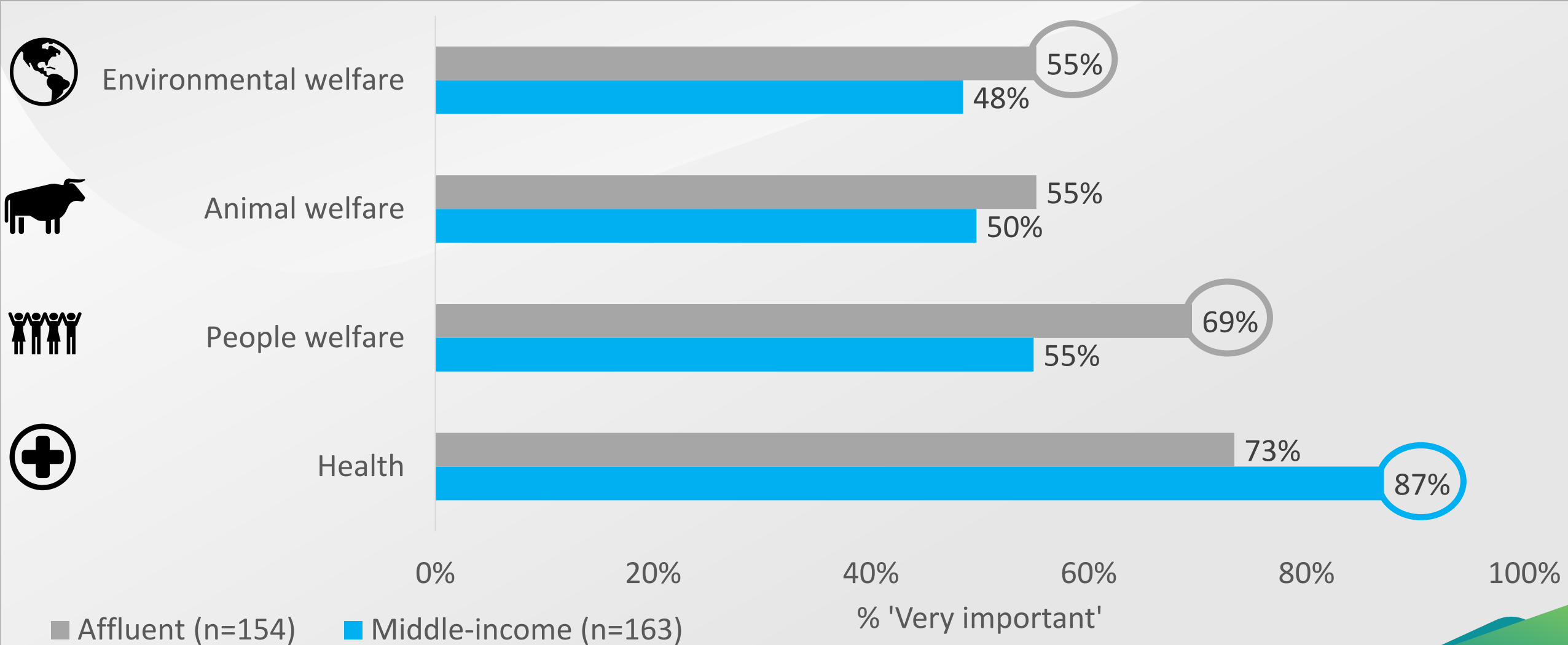
Affluent
consumers
(n=154)



- Factors affecting meat choices.
- 'Everyday' sustainability actions.
- Who is to blame?
- Future consumer choices.

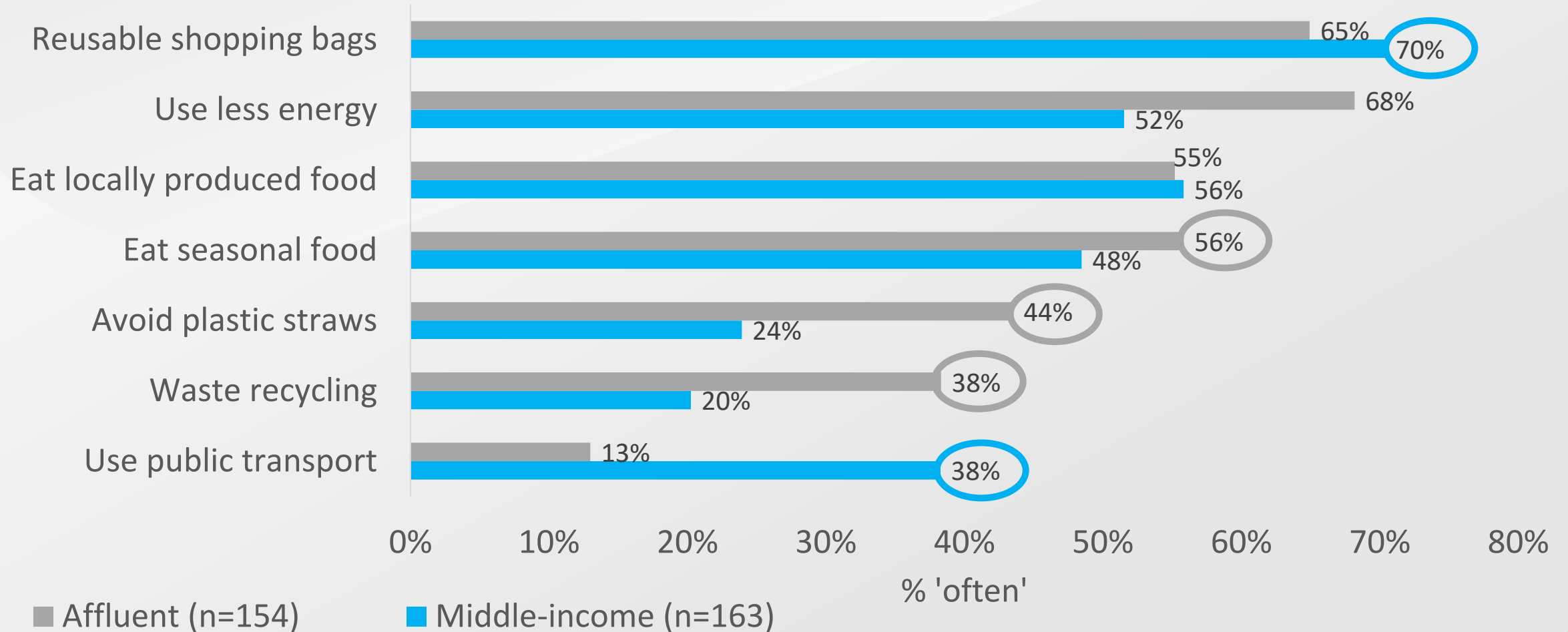


Meat choice motivations: Health ↔ Sustainability



Q: How important is when making food choices for your household

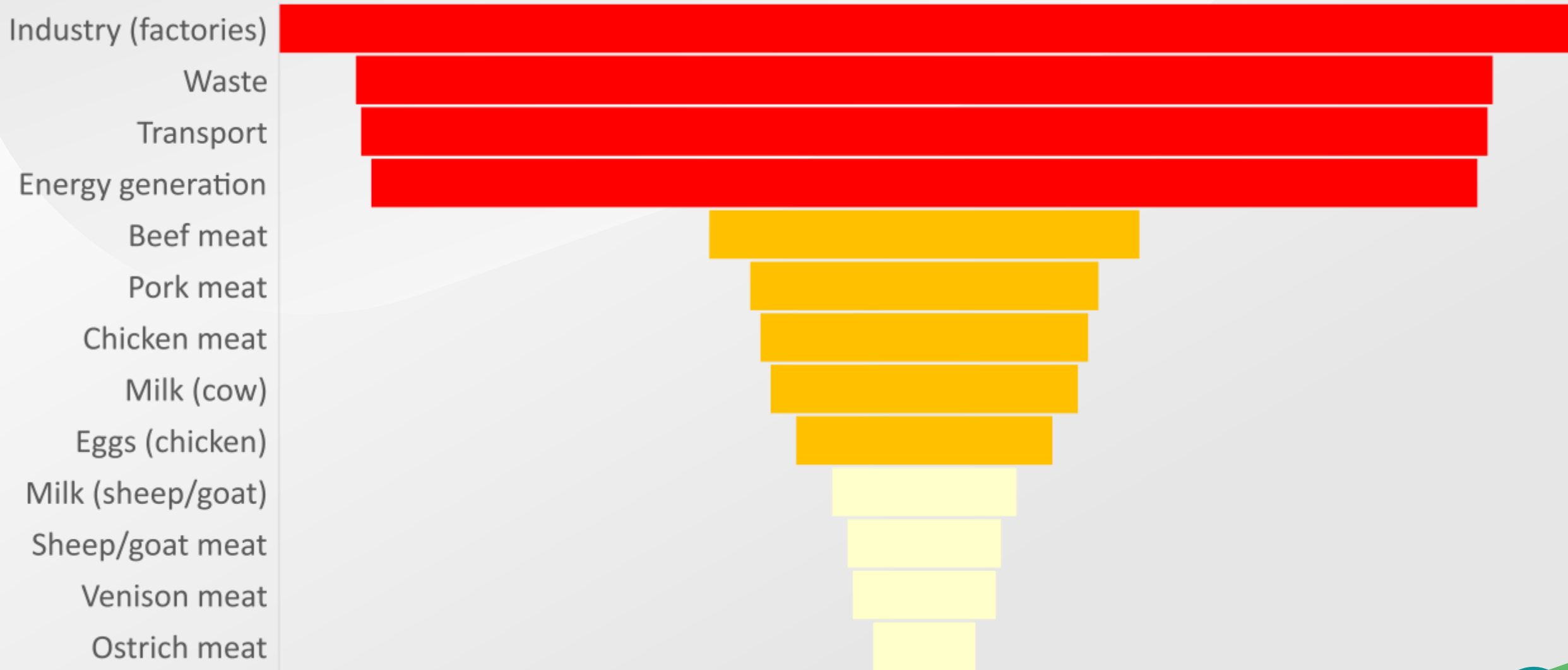
Involvement in 'everyday' actions affecting sustainability



Q: Does your household engage in the following activities?

Who is to blame? Consumer perceptions

% of sample perceiving a 'high contribution' from the particular industry:



Q: Rate the contribution of ... to CO₂ emissions and climate change

Anticipated future behaviour (1)

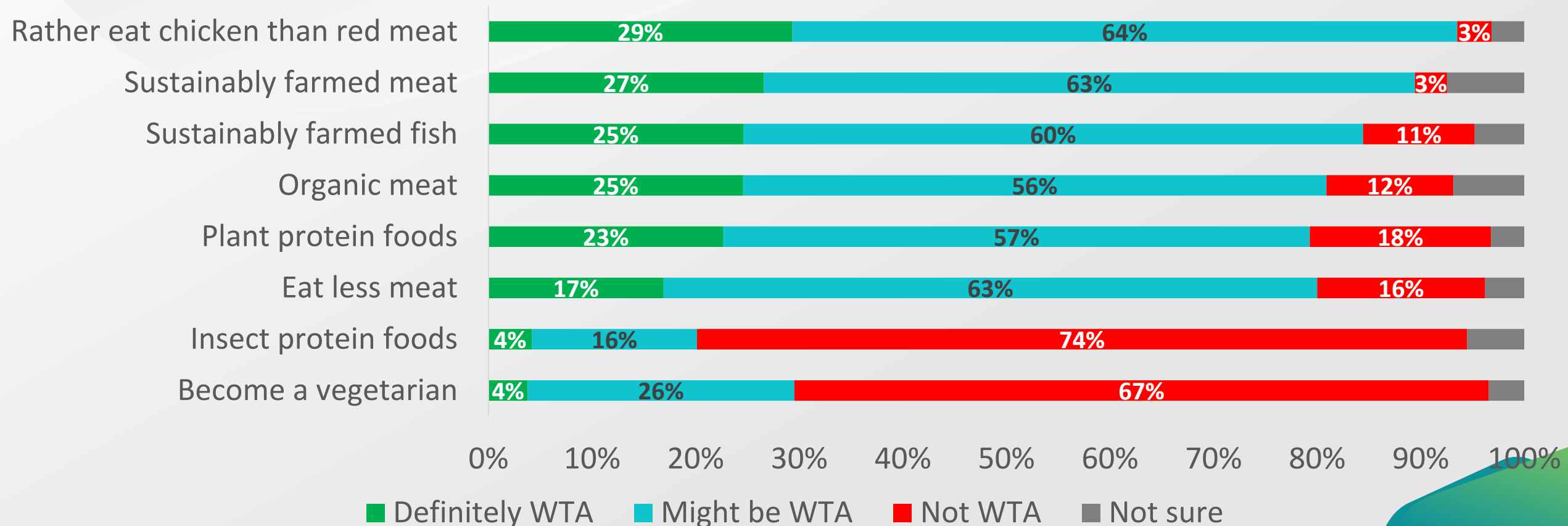


If consuming less meat could possibly make a positive contribution to environmental sustainability, how many meatless days are you willing to accept?



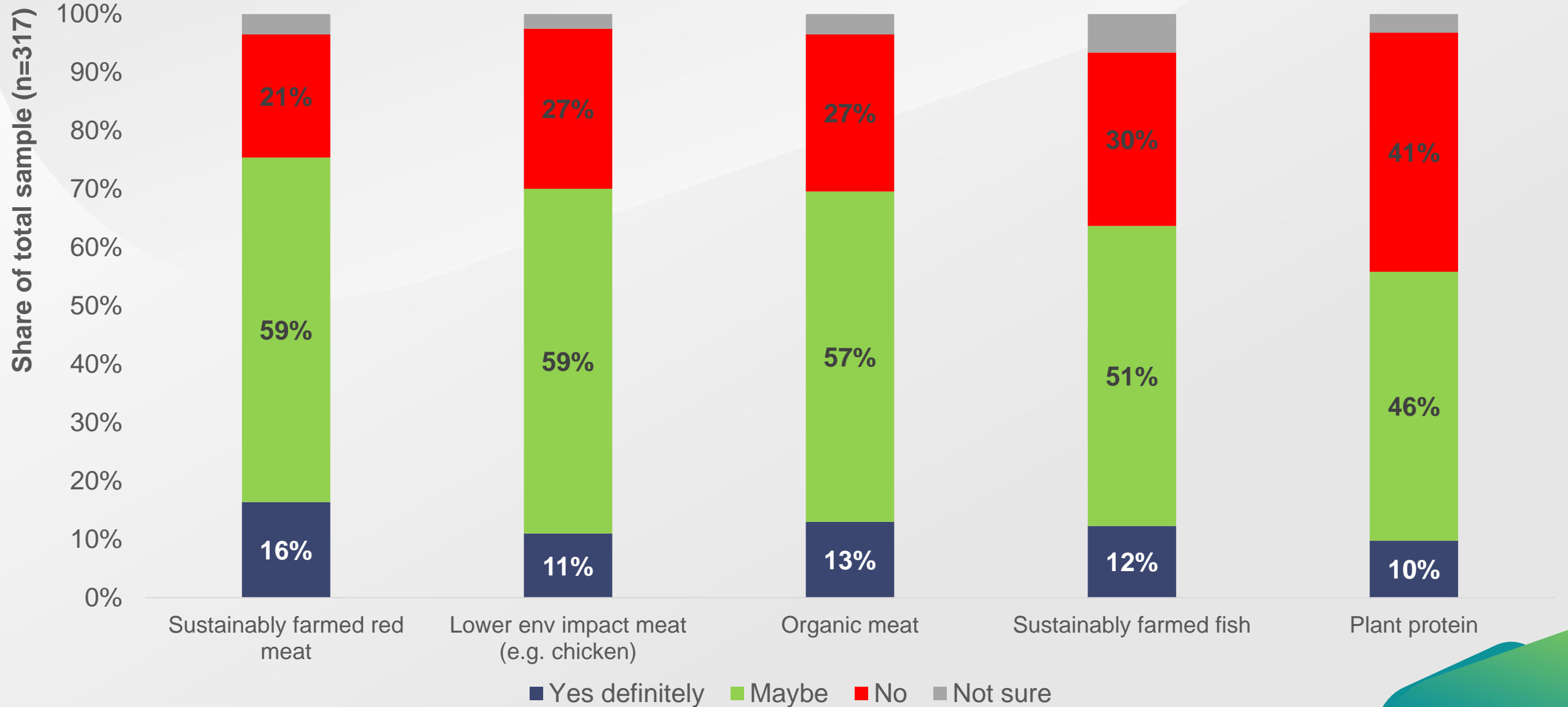
Avg 2.5 days/week

WTA selected pro-sustainability protein-rich food options



Anticipated future behaviour (2)

WTP a premium for selected pro-sustainability protein-rich food options



SELECTED INDUSTRY IMPLICATIONS



- Pro-active & scientifically-based consumer education regarding the sustainability of animal-source foods (ALL dimensions)
- Surprisingly high willingness to eat less meat - importance of meat in diet & adequate intake quantities.

WHAT ABOUT DAIRY?

- Supply chain interventions – continuous improvement towards more sustainable production systems.

Thank you

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