

# What can help Scotland shift to sustainable diets?

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## Introduction

- Meat is often consumed in quantities that are unhealthy and environmentally damaging.
- To achieve sustainable diets, the UK Climate Change Committee propose a 20% reduction of meat consumption by 2030.
- We explore attitudes to meat consumption and how these relate to potential policies that might encourage a shift to more sustainable diets.

## Methods

- Online survey of 1,590 adults in Scotland.
- Questions on attitudes and intentions.
- Rank policies based on whether they would impact their behaviour.
- Latent class model to group people by their responses to the questions around capability, opportunities and motivations.
- Typologies used to compare preferences for interventions.

## Results

### Attitudes to reducing meat consumption

- Meat-eaters (95%, n=1504) divided into four groups: **unwilling** (14%), **ambivalent** (25%), **willing** (45%) and **active** (16%) (Table 1).
- Motivation is the largest limiting factor to reducing meat consumption (Fig 1).

### Ranking policies to encourage change (Fig 2)

- BEST: Cost interventions would likely encourage reduced meat consumption.
- WORST: Information, e.g., messaging, labelling, or endorsement.

Table 1: Attitude to meat reduction

	Unwilling	Ambivalent	Willing	Active
% of respondents	14	25	45	16
% Planning meat reduction in next 3 months	13	24	44	49
Days meat eaten last week (mean)	5.5	4.8	5.2	4.6

Fig 1: Capability, Opportunity & Motivation to change meat consumption behaviour

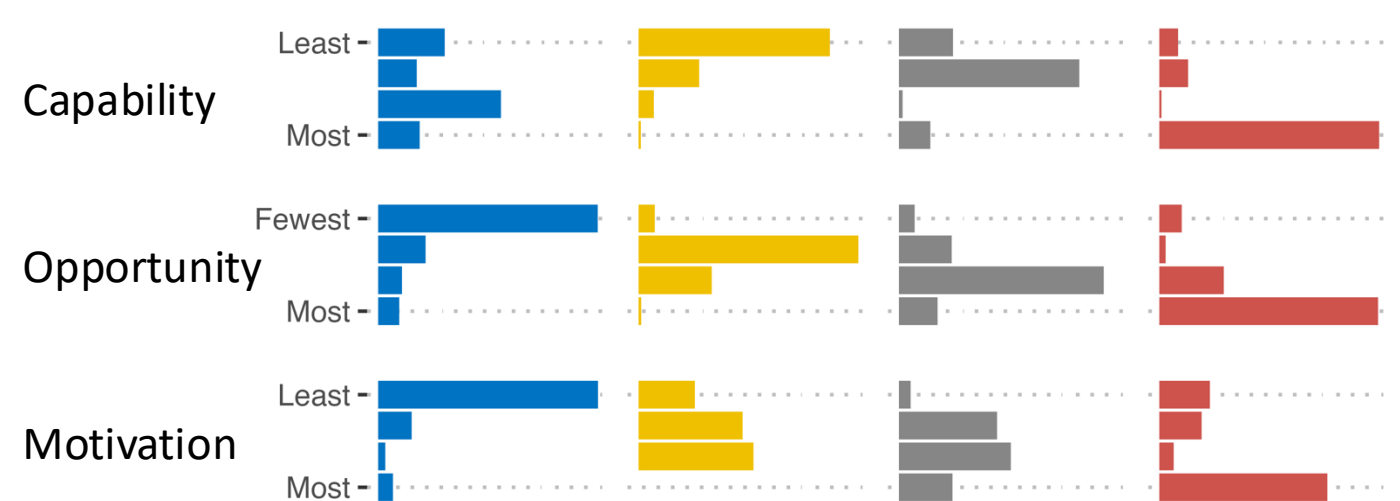
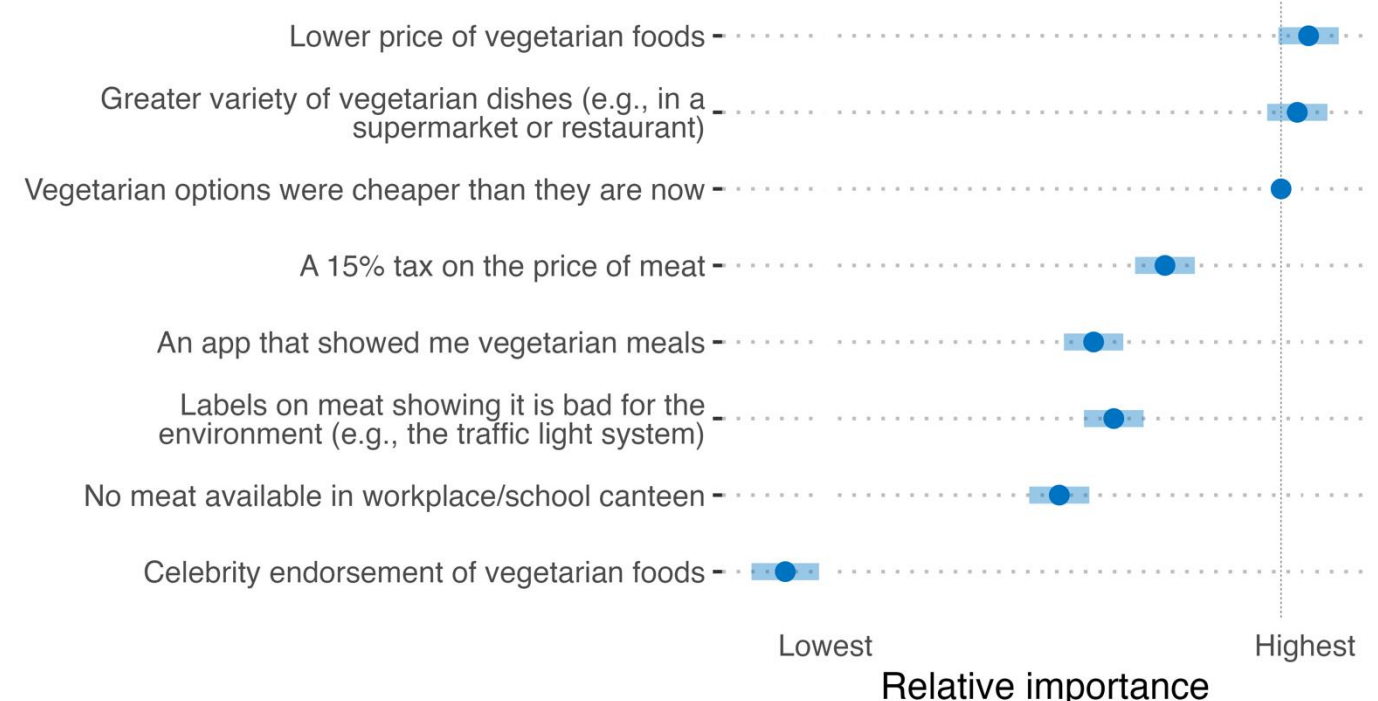


Fig 2: Example policies ranked by perceived effectiveness to reduce meat consumption (shown relative to cheaper vegetarian options)



## Conclusions

- Optimism that people are open to reducing meat.
- The difference in days of meat consumption per week between groups was small.
- It may take substantial interventions, typically around pricing, to overcome the motivational barriers to eating more sustainable diets.
- Targeting policies may balance the number of people and size of any reduction in consumption.