

'NOT MY KIND OF FOOD': HOW DIET SHAPES THE PRESENTATION OF SUSTAINABLE FOOD CHOICES



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PREVIOUS RESEARCH

Current levels of meat consumption are unsustainable [1] but only 1 in 6 omnivores plan to reduce their intake [2]

Reward expectations play a key role in food choices: plant-based foods are expected to be less enjoyable than meat foods [3]

Taste-focused labelling can increase the appeal and consumption of plant-based foods among omnivores [4]

Typically, meat foods are labelled in commercial settings with more **consumption and reward** features, i.e. the sensory, context and hedonic features of consumption, than plant-based foods, which are instead labelled with more **situation independent** features, i.e. the health, content and socio-political context of consumption [5]

RESEARCH AIMS

Research has yet to investigate how different **dietary groups** describe meat and plant-based foods, which may help explain the reluctance to shift towards more sustainable diets

Project 1

How do consumers describe meat and plant-based foods?

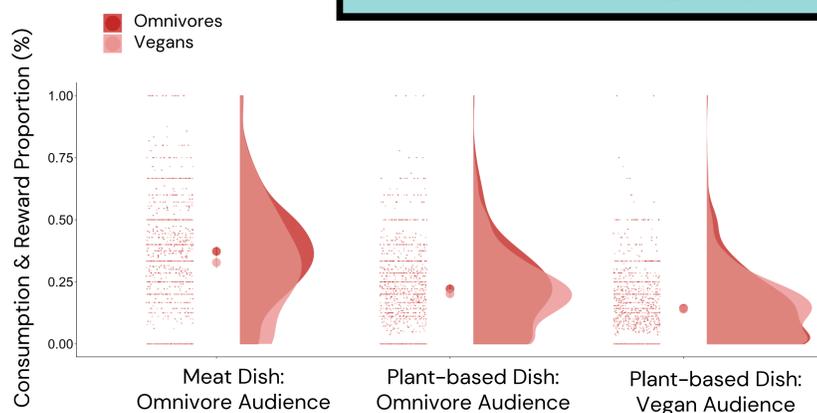
Project 2

How do omnivores and vegans describe meat and plant-based foods?

Project 3

How do omnivores and vegans describe meat and plant-based foods for omnivore and vegan audiences?

MAIN TAKEAWAYS: IMPLICATIONS FOR POLICY



Despite both omnivores and vegans thinking about ingroup foods (i.e. meat foods for omnivores, plant-based foods for vegans) in terms of **reward**, plant-based foods are not publicly described this way, even by vegans

Using **situation independent** features to describe plant-based foods can hinder mainstream consumer transitions towards sustainable food choices and strengthen **dietary polarisation** between omnivores and vegans

Consumption and reward descriptions should be used instead to increase the appeal of sustainable food choices to omnivores and vegans alike and demonstrate what these groups have in common: a **desire** to enjoy food

These findings could be used in **workshops** for key stakeholders to inform strategies on marketing and promoting sustainable foods to consumers

METHODS

Consumption and Reward Feature Examples
tasty, spicy, restaurant, hungry, with friends, treat, comforting

Situation Independent Feature Examples
healthy, vegan, red, climate friendly, protein, vegans, gluten free

Project 1: Instagram Study (N = 3956)
Categorised hashtags in meat and plant-based food posts

Project 2: Feature Listing Study (N = 1063)
Omnivores and vegans listed 5+ features for 10 meat and 10 plant-based dishes (e.g. Beef Burger, Falafel Burger)

Project 3: Audience Study (N = 995)
Omnivores and vegans created hypothetical meat and plant-based food posts for omnivore and vegan audiences

RESULTS

Project 1

Meat foods were described with more **consumption and reward** features than plant-based foods, which were instead described with more **situation independent** features

Project 2

Ingroup foods (i.e. meat foods for omnivores, plant-based foods for vegans) were described with more **consumption and reward** features than outgroup foods (i.e. plant-based dishes for omnivores, meat foods for vegans), which were instead described with more **situation independent** features

Project 3

Plant-based foods were described with more **consumption and reward** features when appealing to omnivores, and more **situation independent** features when appealing to vegans

REFERENCES & FURTHER INFORMATION

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- [3] Rosenfeld, D. L., Rothgerber, H., & Janet Tomiyama, A. (2020). From mostly vegetarian to fully vegetarian: Meat avoidance and the expression of social identity. *Food Quality and Preference*, 85, 103963. <https://doi.org/10.1016/j.foodqual.2020.103963>
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Project 1
Paper



Project 2
Pre-Print



Project 3
Pre-Print



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