

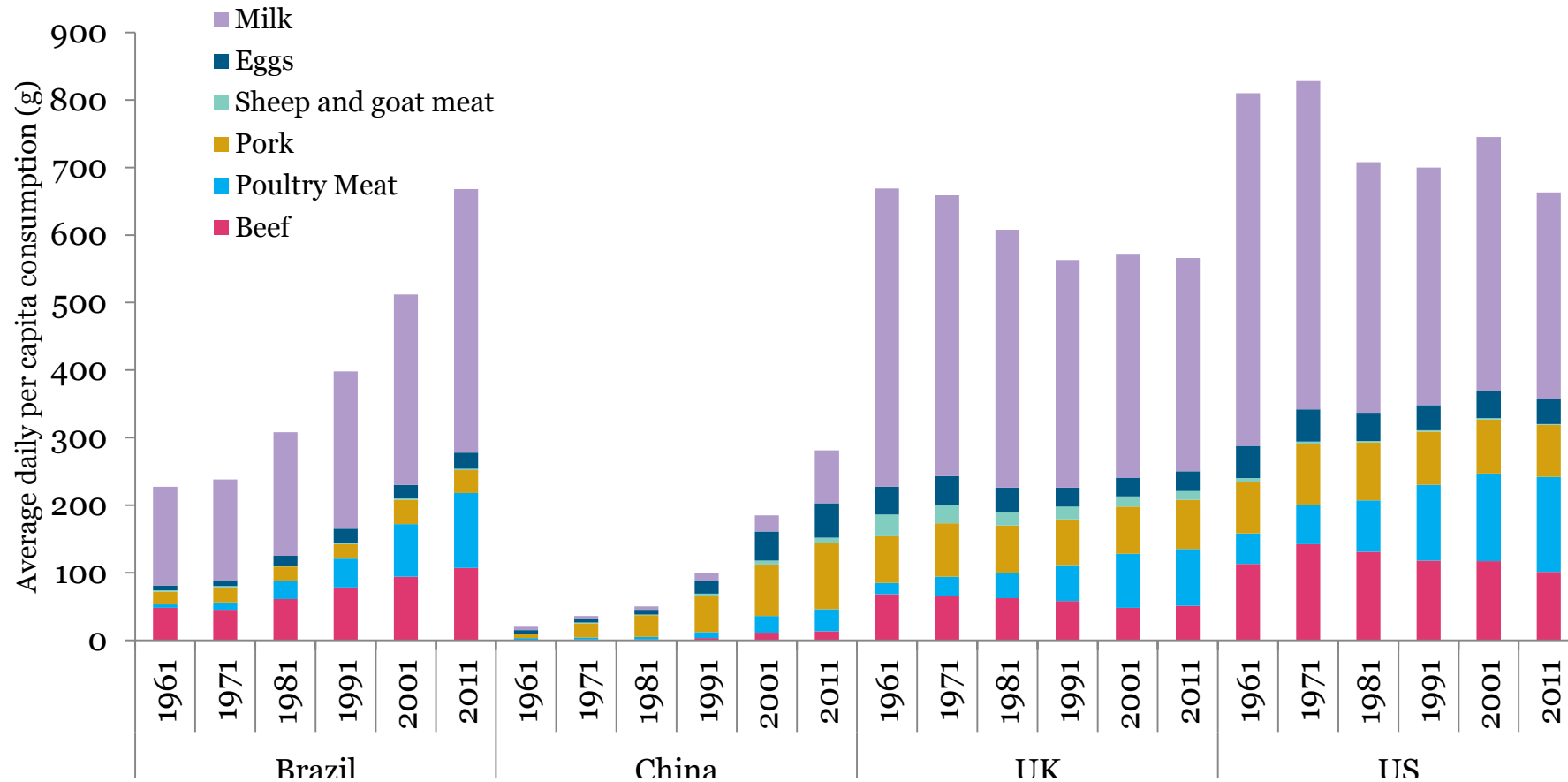
## Shifting Consumption: Encouraging behaviour change and increasing consumer awareness

- For Meat and Dairy Consumption in Brazil, China, UK and US

Antony Froggatt, Energy, Environment and  
Resources, Chatham House

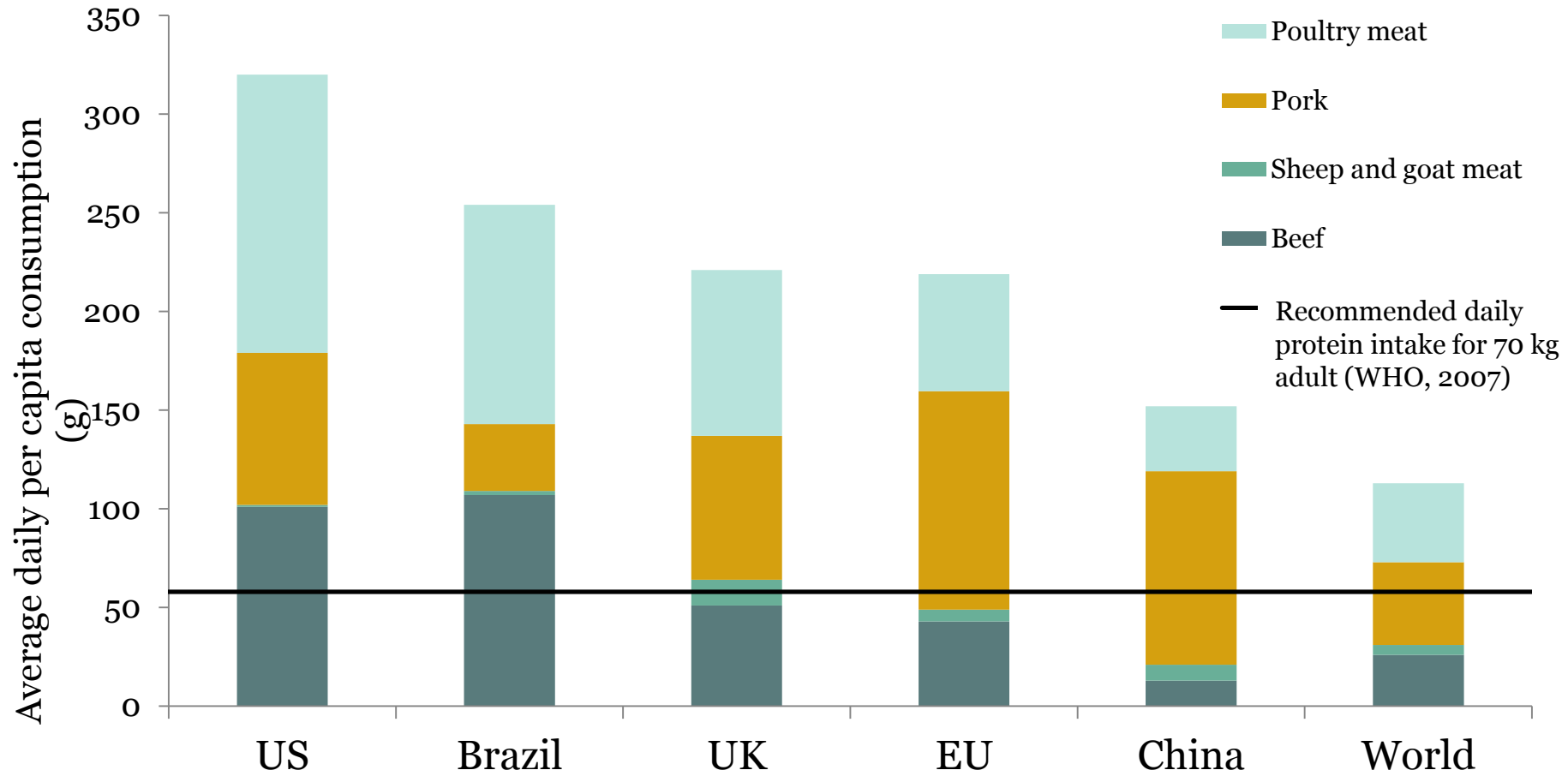


## Consumption: Average per capita meat and dairy consumption, trends over the last 50 years



Source: FAOSTAT data – per capita meat and dairy consumption (g/capita/day)

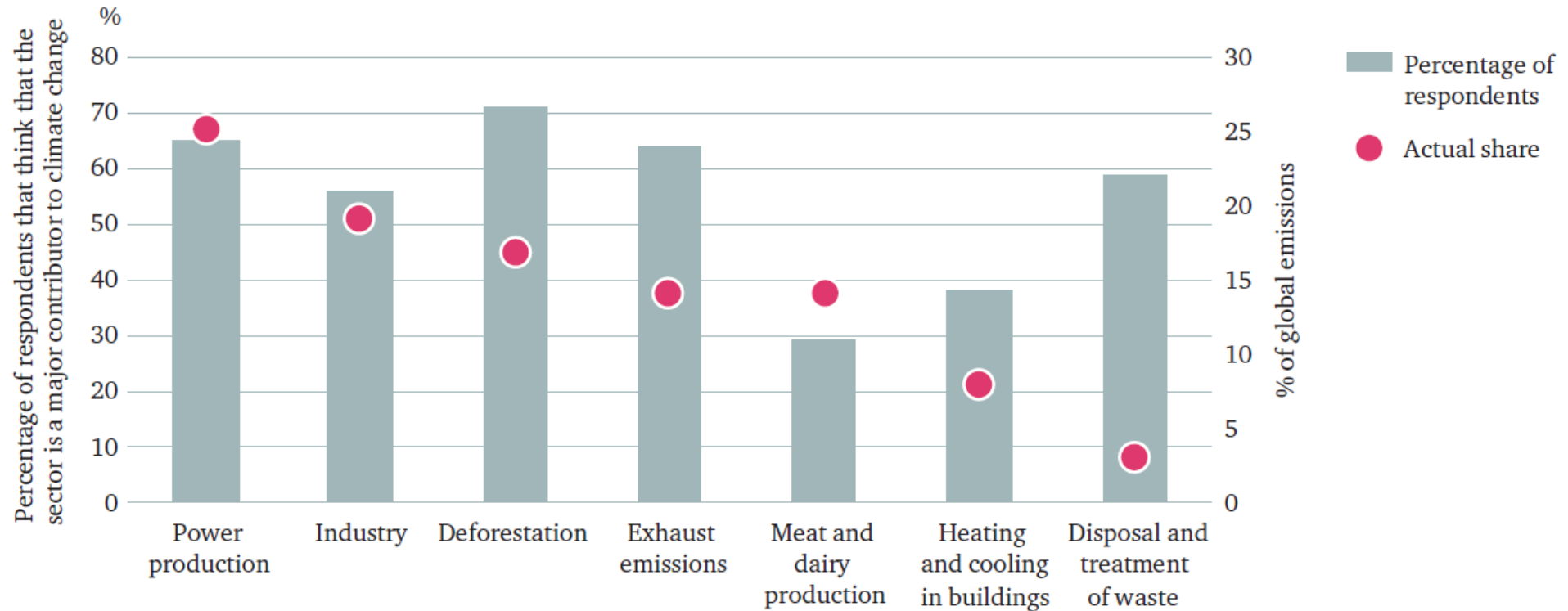
## Consumption is key



## The Project

- Three main elements
  - Global opinion survey
  - Focus groups in 4 key countries; Brazil, China, UK and US
  - Stakeholder holder groups and structured interviews in same countries
- Objective:
  - Increase understanding of motivations for meat consumption, including nutritional, cultural or status
  - Review public understanding and beliefs in relation to meat consumption, its impact on GHG emissions, global food security and societal health;
  - Examine the sources that are typically used by audience members, and what is seen as trustworthy and credible;
  - Assess changes in beliefs resulting from new information from traditional and new media sources;
  - The project will further review the potential of different types of information to produce changes in behaviour and finally explore the opportunities for policy responses – ranging from communication campaigns to consumer labelling to choice editing and taxation – and how publics might respond to these.

## Addressing the awareness gap

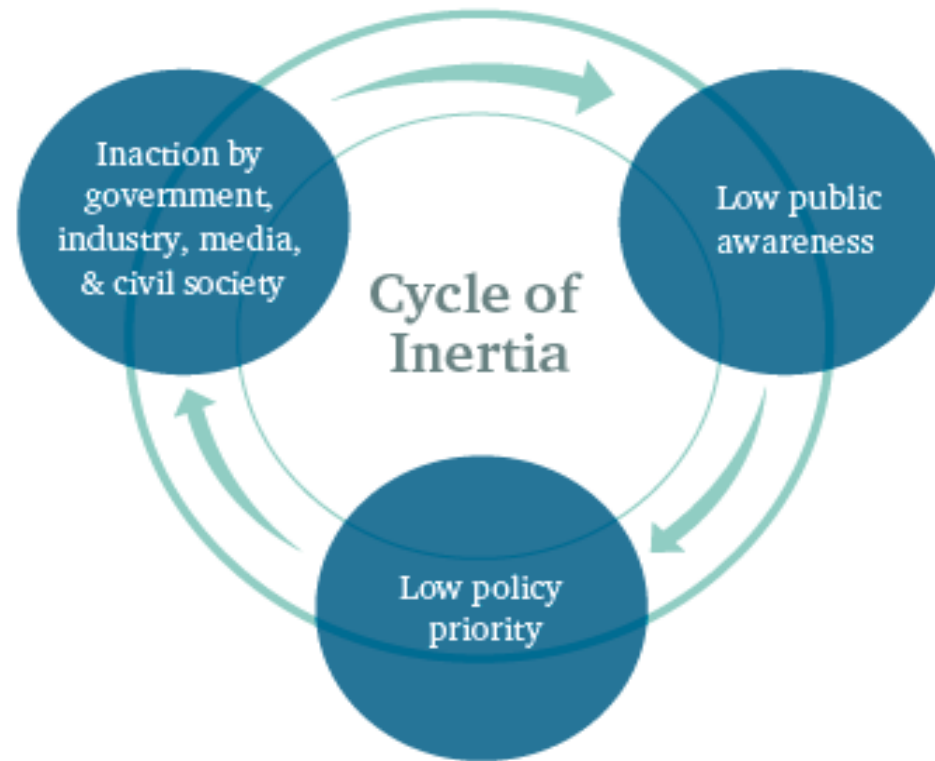


International survey: Factors influencing meat and dairy consumption (net importance)

Factors influencing meat & dairy consumption	Meat	Dairy
	Global	Global
Safe to eat	83	87
Good for health	86	87
Climate change	43	51
Animal welfare	67	70
Enjoyment	88	89
Price	74	75

Source: Chatham House/Ipsos MORI Survey 2014

## Circle of inertia

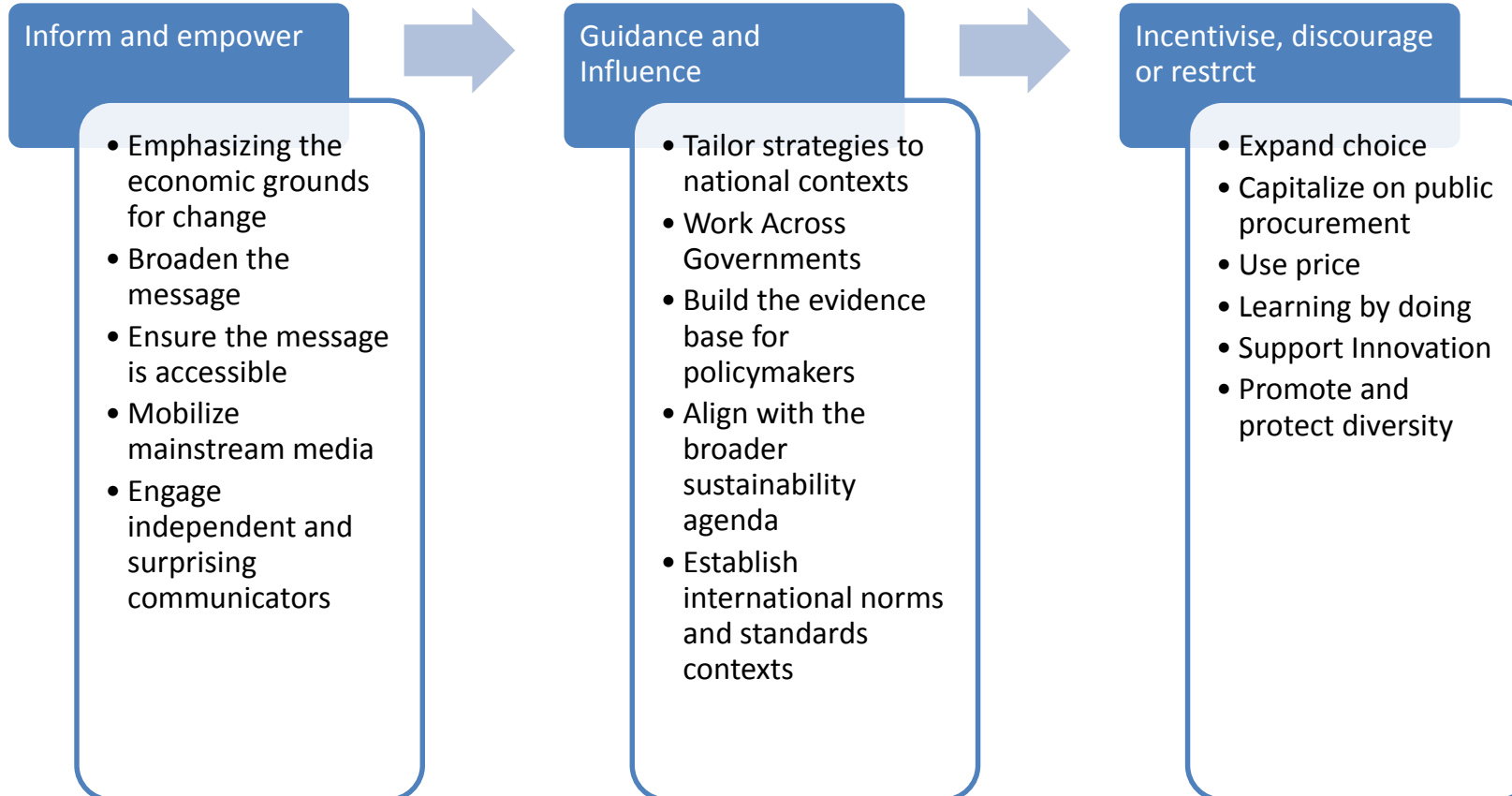




## Some headline findings from Focus Groups

- Why is there a lack of awareness?
  - Limited and often conflicted discussion in media
  - A big conceptual leap
  - Dissociation of food from production
- Food choices not value driven
- Diets are closely tied to cultural identity
- Meat consumption associated with equality, aspiration and social progress
- Limited knowledge and availability of alternatives

## Range of policy interventions needed



## Outputs

Research Paper

Rob Bailey, Antony Froggatt and Laura Wellesley  
Energy, Environment and Resources | December 2014

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Livestock – Climate  
Change’s Forgotten Sector  
Global Public Opinion on  
Meat and Dairy Consumption

- Chatham House Report to be released in late November 2015

