

Preliminary data on consumer acceptance of novel proteins

Prof. Dr. Ir. Armando Perez-Cueto – WP6 Leader

on behalf of the WP participants

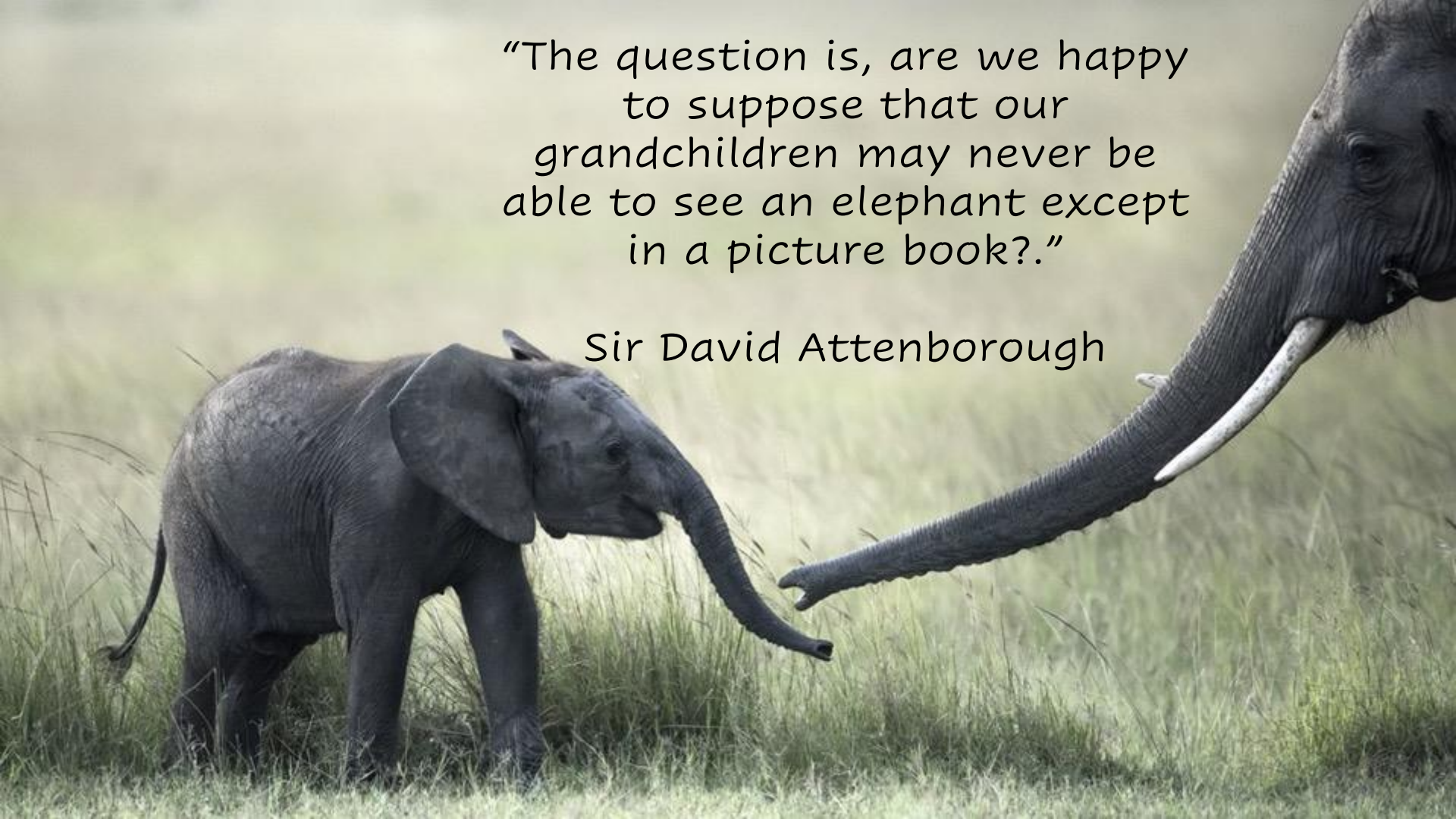
University of Copenhagen, ProVeg, Ghent University

Teagasc, AgResearch



“The question is, are we happy to suppose that our grandchildren may never be able to see an elephant except in a picture book?.”

Sir David Attenborough



Objectives of the WP

- Evaluate levels of trust, marketability and consumer acceptance for alternative protein sources and products.
- Map out the revenue generated and the products and players operating in the plant-based space at present, split by category, to determine lucrative, high-impact, differentiated market entry strategies
- Investigate new markets for alternative proteins and plant-based food products
- Develop interventions to endorse the consumer preference for plant-based foods in foodservice and retail operations

WP6 Tasks



Task 6.1: Consumer trends and benchmarking study

Task 6.2: Pan-European Consumer Survey on trust and acceptance of alternative proteins

Task 6.3: Consumer acceptance of the industrially- validated new plant-based food prototypes

Task 6.4: Behavioural interventions towards plant-based foods

Task 6.2: Pan-European Consumer Survey on trust and acceptance of alternative proteins

6.2.1 Pan EU Survey

- Launched between 15-19 March and data collected by end of May (2021)
- Webinar held November 2021 and reports were made available open access

6.2.2 China Survey

- Translated version will be applied in China (cities: Hangzhou and Fuzhou) and circulated via WeChat – Teagasc

WP6 have agreed on a publication strategy that coincides with the dissemination work but we will prioritise quality above speed – more impact

- **Deliverable D6.2 Pan-European survey on consumer readiness and trust towards alternative plant-based proteins and food products M36 +6**

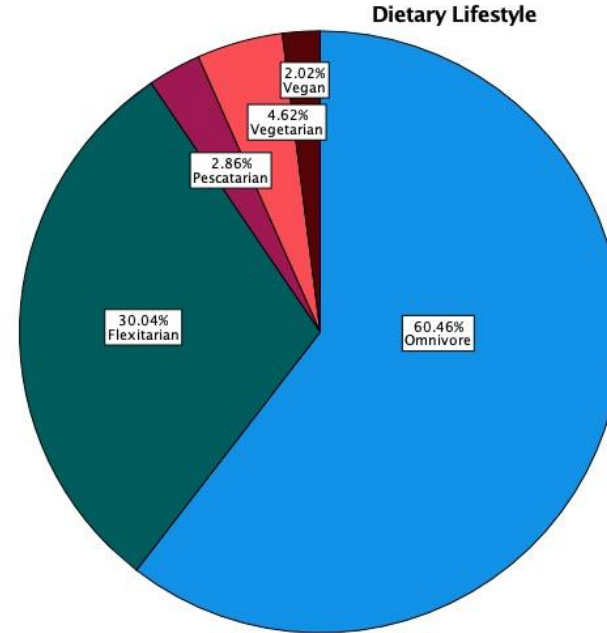
Subtask 6.2.1: Pan-European Survey

Confidential - Unpublished data

Who identify with diet lifestyle in EU?

Confidential

- **Omnivore:** Men, older and with lesser education
 - **Flexitarian:** Women, with university education
 - **Pescatarian:** Women, “other”
 - **Vegetarian:** Women, younger, with MSc degree
 - **Vegan:** Women, younger
- Caution: models have poor fit, so this needs to remain as preliminary



About men in meatless diet



Contents lists available at [ScienceDirect](#)

International Journal of Gastronomy and Food Science

journal homepage: www.elsevier.com/locate/ijgfs



Why do men choose and adhere to a meatless diet?

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Elena Simoniello^a, Federico J.A. Perez-Cueto^{b, *}

Barriers

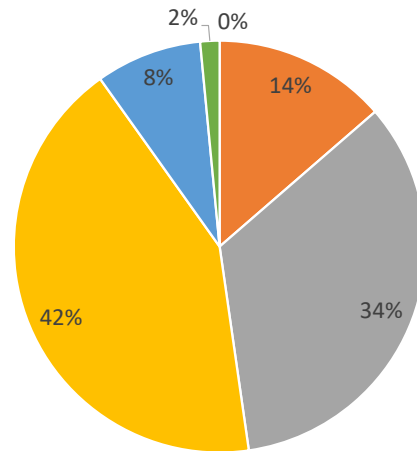
Lack of cooking & nutrition skills - taste
Preparation time
Unavailable options eating out

Overcoming Barriers

Lonely riders fail!
Provision of information - evidence

Reduction level on foods of animal origin

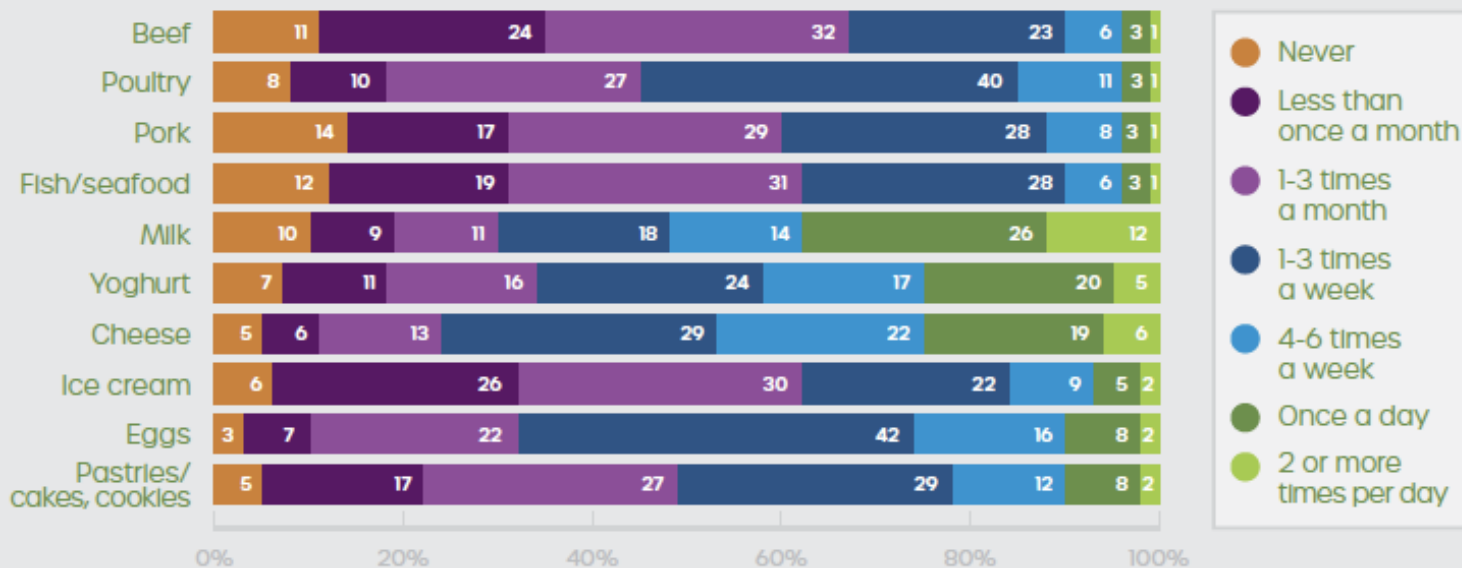
Compared to a year ago, how much meat (e.g. beef, pork, chicken) are you eating now? Please choose one only.



- A lot less (a change of more than 50%)
- Slightly less (a change of less than 50%)
- No change
- Slightly more (a change of less than 50%)
- A lot more (a change of more than 50%)

Food behaviour

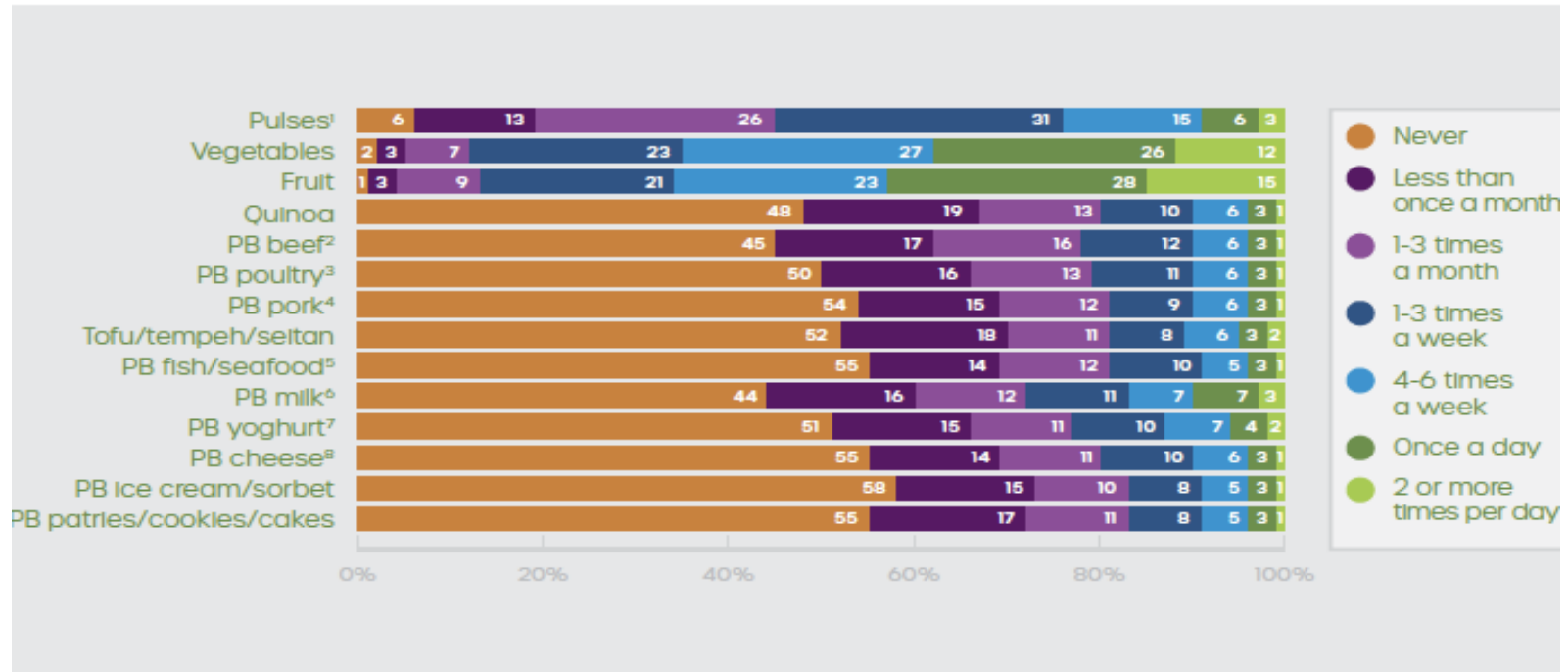
CHART 11: CONSUMPTION FREQUENCY OF ANIMAL-BASED FOODS (TOTAL SAMPLE)



Question: Which statement best describes how frequently you have consumed the following foods in the last 12 months?

Food behaviour

CHART 12. CONSUMPTION FREQUENCY OF PLANT-BASED FOODS (TOTAL SAMPLE)



Question: Which statement best describes how frequently you have consumed the following foods in the last 12 months?

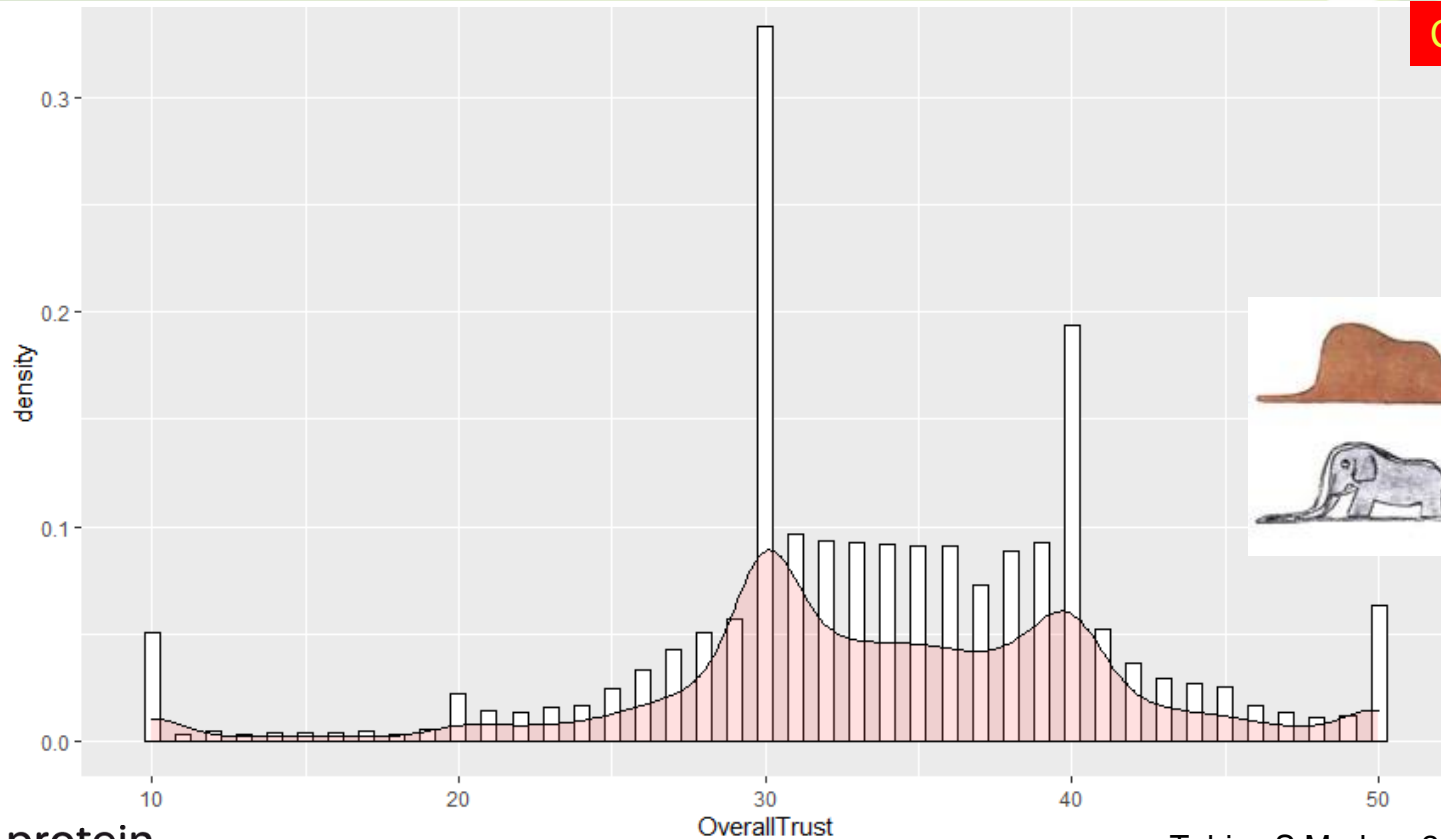
Examples: 1: lentils, beans 2: PB* burger/mince 3: PB* chicken strips/chunks

4: PB* sausage/pulled pork 5: PB* fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk

7: soya/almond/oat/coconut yoghurt 8: PB* cream cheese/cheese slices/grated cheese

Trust in plant-based foods and proteins

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Determinants of trust in plant based foods and proteins

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Positive association
Plant-based dietary lifestyles
Consumption frequency of PBF
Scoring high in the FCM
Living in rural areas



Negative association
Financial status
Barriers - Nutrition beliefs about PBD
Barriers - Personal beliefs about PBD



Mean score choice motives

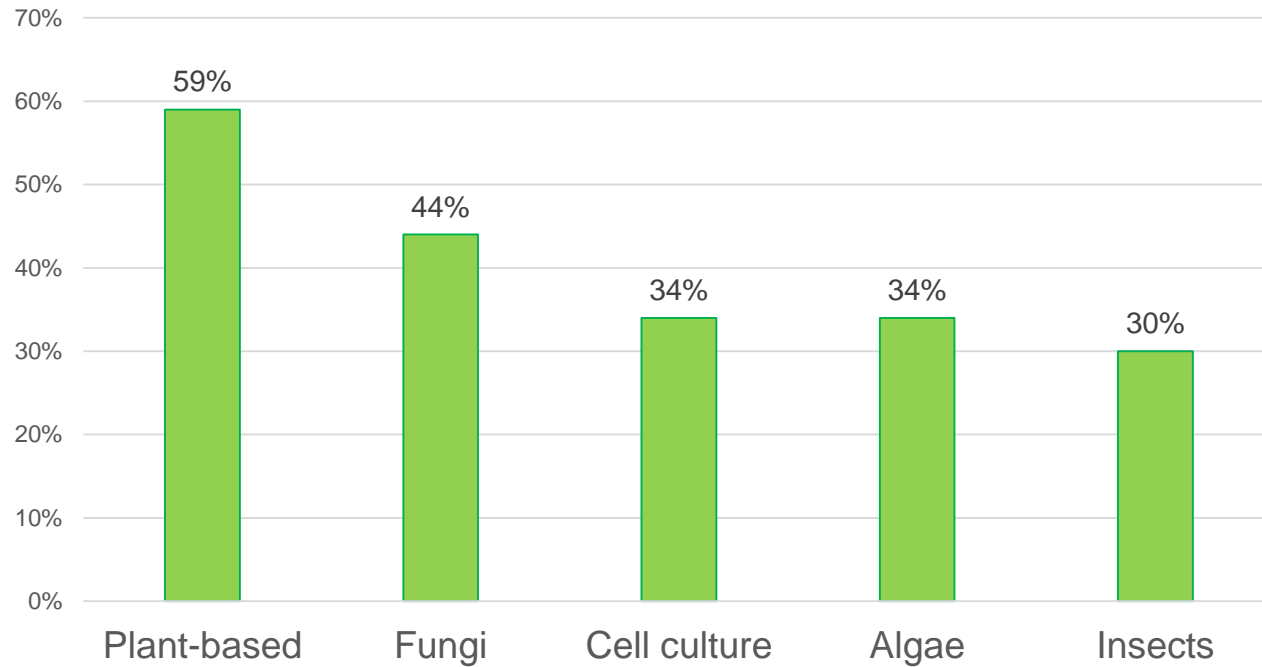


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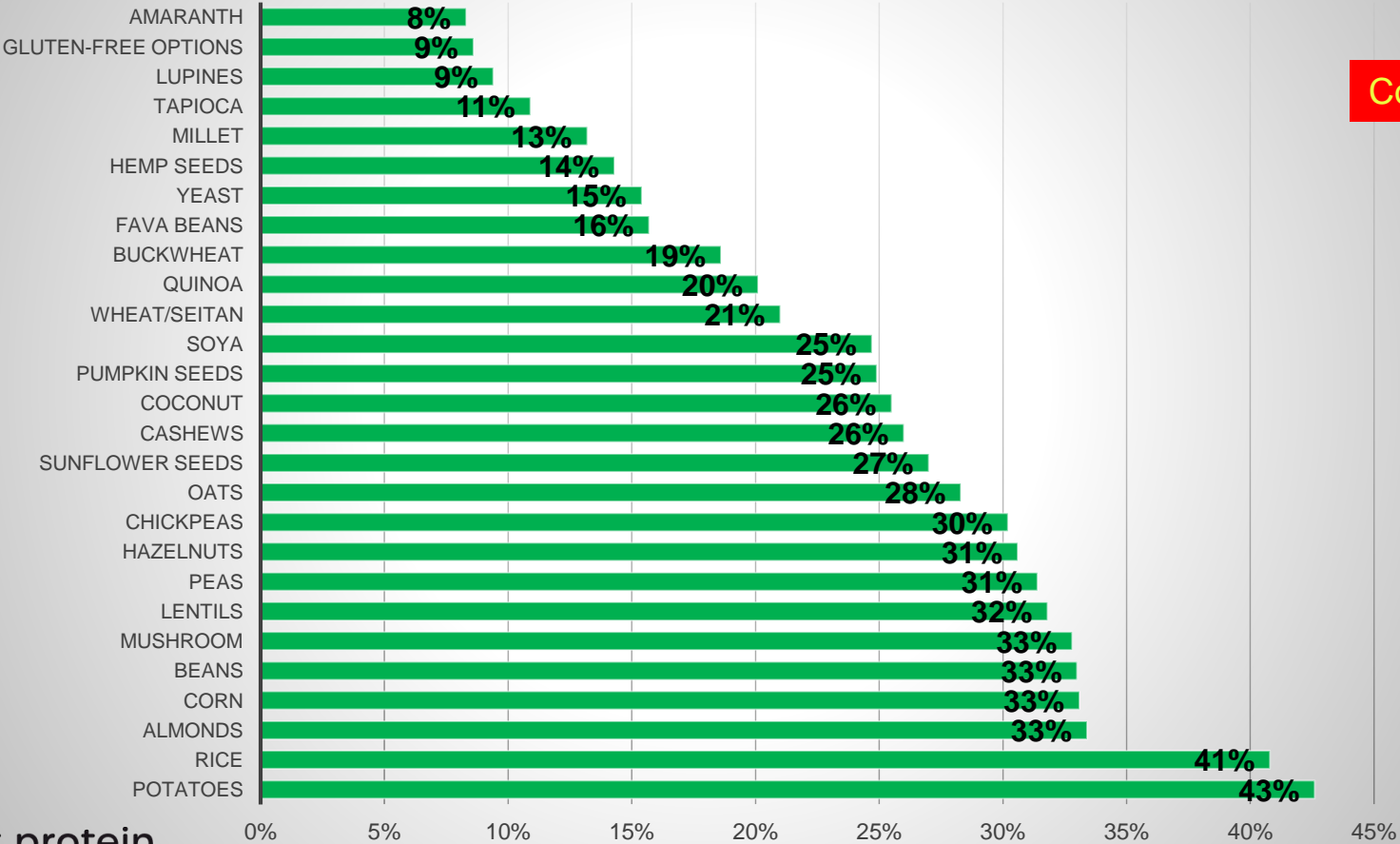
EU first and second choice n=7578

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Trust towards alternative proteins



Preferred plant protein sources



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Main barriers towards plant-based eating

- Don't want to change habits/routine
- PBF won't be tasty enough
- Limited choice when eating out
- Unsupportive partner/spouse
- Perception that PBF are expensive
- Lack of sufficient information

So what?

- Women are still leading the plant-based way
- Mainstream consumers are reducing their consumption of ASF
- PBF are incipient market – business opportunity
- Trust is high, but lay beliefs should be challenged
- Deliver tasty, fresh, pleasant & feel good as KSP for PBF
- PB – protein the most trusted, insect – protein the most distrusted
- Familiar raw materials are preferred as protein sources
- Many barriers can be overcome with improved information and communication



“Eat plant
rich, varied
and not
too much”

