

## Do the consumers eat alternative proteins?

	or intentionally aiming to reduce meat co	-
	77,6%	<b>15,9%</b> 6,5%
(	Omnivore	Flexitarian Vego (i.e. meat taria sometimes or no red meat)
Most important reason for in	ntentionally aiming to reduce me	at consumption in EU <sup>1</sup>
43%	23%	20% 5%
My health & well-being	Ethics, animal welfare	Environmental Higl sustainability, price climate change mea
Cultured meat	Microorganisms	(insects
<b>32% 52%</b> 16%	85% <mark>15%</mark>	90% 10
Never Unfamiliar Familiar heard of it	Never used Used occasionally	Never used Use occasio
Are Europ	peans in favour of the NextGenPro	oteins? <sup>1</sup>
	0	<b>Ť</b>
	CI I II CI	Insect
Microalgae	Single cell proteins	

1 Results of an online NextGenProteins survey implemented in Finland, Germany, Iceland, Italy, Poland, Sweden, and UK in May and June 2021 with 6600 respondents in total (without food tasting): NextGenProteins (2022) Deliverable No 5.1. Consumer views about the Next Generation proteins for food in Europe available on https://zenodo.org/communities/nextgen proteins/?page=1&size=20

NextGenProteins aims to optimise and validate, in an industrially relevant environment, the production of proteins from microalgae, single cells and insects and demonstrate their suitability as alternative sustainable sources in food and feed value chains.

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