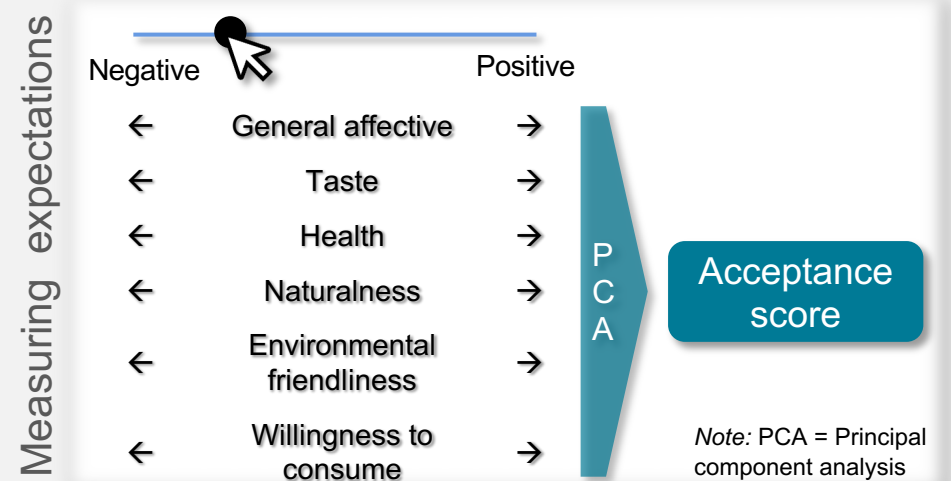


What are the most promising protein sources for meat alternatives?

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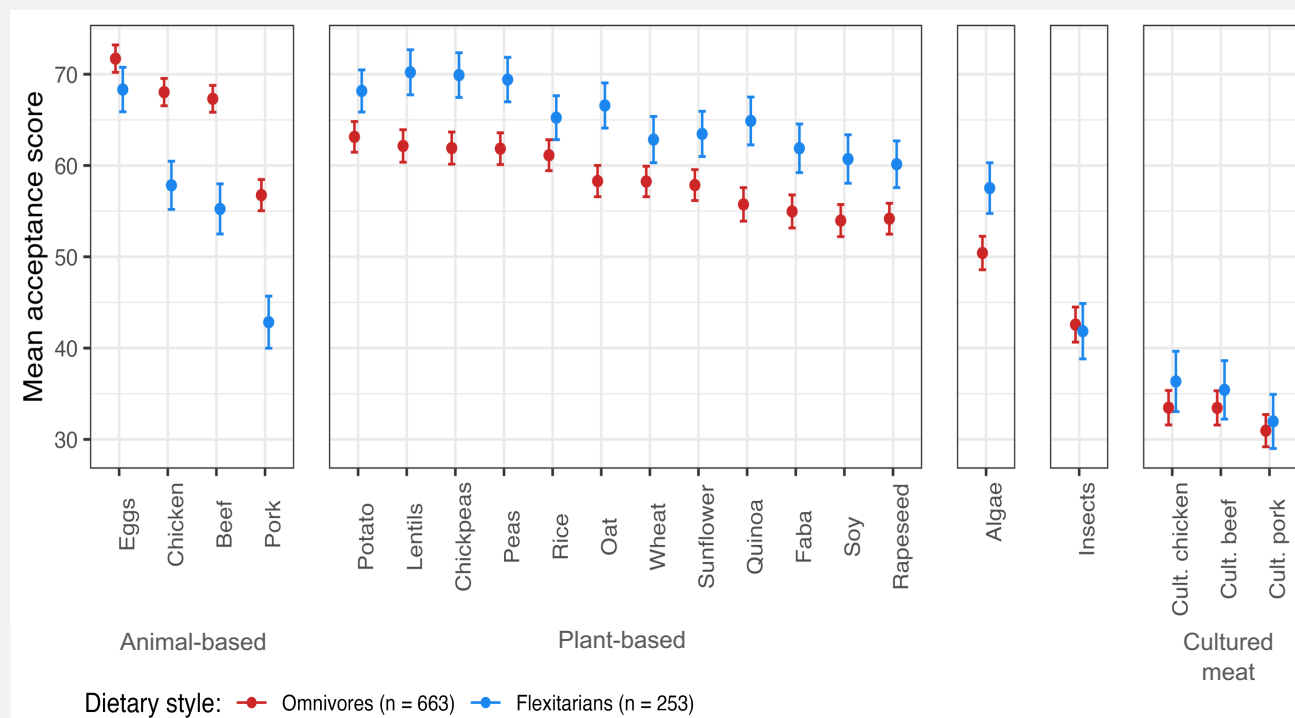
1 Motivation & Method

Meat alternatives can help in the transition towards a more sustainable diet, but negative attitudes prevent consumers from even trying new meat alternatives. Consumers' expectations must be considered in product development. In an online survey in the German-speaking part of Switzerland (N = 916) we measured expectations towards different protein sources used in meat alternatives and explored predictors of acceptance.

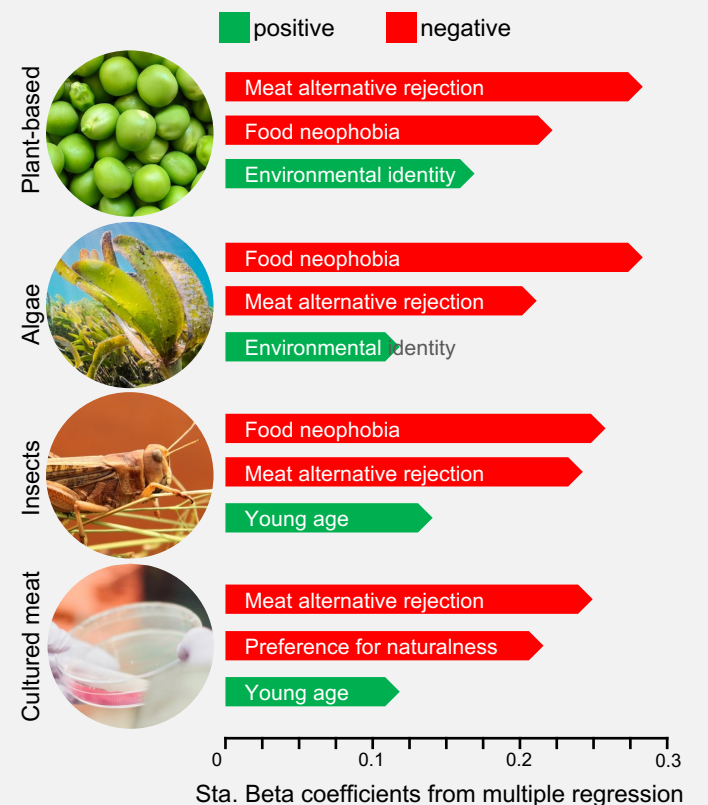


2 Results

Acceptance of different protein sources used in meat alternatives



Top three predictors of acceptance



Note: Error bars are Tryon adjusted confidence intervals and depict significant differences between dietary styles

3 Conclusion

- ❖ Familiar plant-based protein sources achieve highest acceptance.
- ❖ Negative attitudes towards meat alternatives affect all alternative protein sources. For algae and insects food neophobia is biggest barrier, for cultured meat consumer's preference for naturalness is more important.

4 Contribution to Sustainable Food Systems



Facilitating dietary shift towards less meat
Increasing acceptance of meat alternatives by using promising protein sources
Utilizing drivers and barriers for marketing