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Literary Review #2

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### How Can We Motivate People to Reduce their Meat Consumption?

The Meatless Monday campaign launched in 2003 with a partnership with the Johns Hopkins Bloomberg School of Public Health. Their campaign cites reasons to give up meat on Mondays because of health and environmental reasons. According to their website, if everyone went meatless on Mondays, which is about equivalent to reducing the world's meat consumption by 15%, it would be like taking 240 million cars off the road each year. I'm not sure if this number relates only to greenhouse gas emissions, or other pollutants as well. The Meatless Monday campaign is active in over 30 countries. (Meatless Monday, 2014)

The International Food and Agribusiness Management Review has an article from 2014 titled "Consumer Response to Negative Information on Meat Consumption in Germany". A study was conducted where 690 participants were given fake newspaper articles that focused one of four areas: the negative effects of meat consumption on human health, the environment, animal welfare, or personal image. After reading the article participants were asked if they were likely to eat more, less or approximately the same amount of meat in the future. The results found that information on the health effects of meat consumption and animal welfare were the most likely to reduce a person's desire to eat meat. However just because someone says they are likely to reduce their meat consumption, doesn't mean they actually will. The study acknowledges this limitation, and also points out that the strong reaction to animal welfare might be connected to food scandals which occurred in Germany in 2013 (Cordts, Nitzko, & Spiller, 2014).

Good Magazine featured an article in 2013 titled "5 Behavior and Culture Hacks to Get People Eating Less Meat". The author of the article is the Opower Director of User Experience, which is a company that convinces people to reduce their energy usage using behavioral science. The article covers several behavioral techniques which could lower individual meat consumption. The first tip involves a tendency for people to stick with the first option presented to them, i.e. defaults. This strategy has increased the number of people signing up to be organ donors. This could be applied to meat consumption by moving vegetarian options to the top of menus. The next strategy is that people are more likely to do something when they make a commitment to do it. If someone makes a pledge to go vegetarian or to do Meatless Mondays they're more likely to follow through with reducing their meat consumption. Other strategies include keeping similar habits but replacing the meat with veggies, like grilling veggie burgers or having a veggie turkey for Thanksgiving, and getting famous endorsements from people who would be considered meat lovers, to show that even people who like meat are cutting back (Kinnier, 2013).

In the U.S. meat consumption has already been declining since 2007, for a total decline of 12% per person from 2007 to 2012. Some of the reason for this decline may be economic, since this drop aligns with the 2008 recession, but there seems to also be a trend for people to want to reduce meat meals. A survey by Packaged Facts found that 12% of Americans are eating many meatless meals, and

7% of Americans would describe themselves as vegetarians (Flynn, 2013). An NPR-Truven Health Analytics Health Poll found that 39% of 3,000 Americans surveyed were eating less red meat in 2012 compared to 2009. Of the people who were eating less meat, 66% said health effects were one of the reasons why, 47% said cost was a factor, 29% were concerned about animal welfare, and 28% were motivated by environmental impacts (Barclay, Why There's Less Red Meat On Many American Plates, 2012). The survey also found that Americans younger than 35 were more likely to want to reduce their meat consumption than people over 65.

The type of meat Americans are eating has greatly changed over the last hundred years, as shown in Figure 1. Chicken has become increasingly popular, just recently in 2012 surpassing beef as the most pounds per person consumed. Beef consumption spiked in the 70s and has been declining ever since (Barclay, A Nation Of Meat Eaters: See How It All Adds Up, 2012).

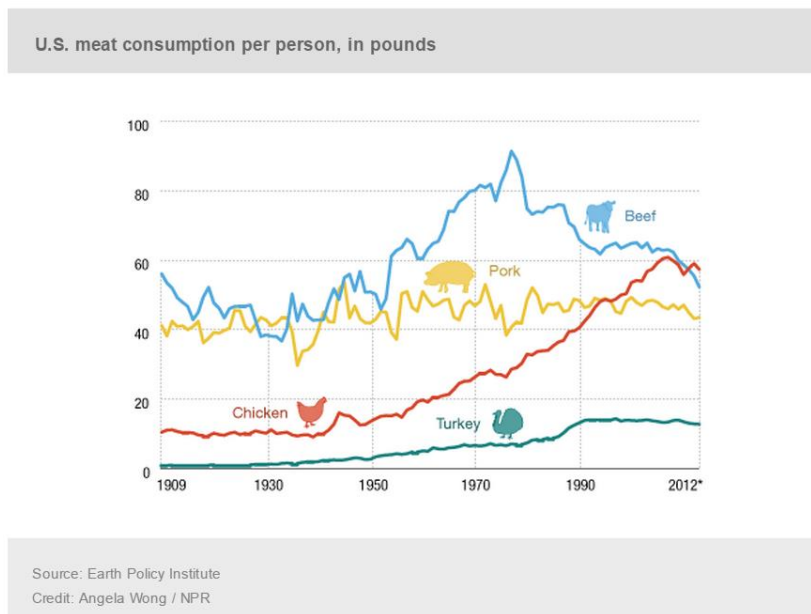


Figure 1: Type of meat consumed in the U.S. per person

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