

CONSCIOUS CONSUMERISM

Pt1.

IS THE FUTURE FLEXITARIAN?

Reducing animal product consumption, whether this be veganism or just “meat free Mondays”, is a consumer trend which shows no signs of waning.

In retail, value sales of the meat-free market are forecast to increase by a further 44% by 2023 to reach £1.1 billion. The same trend can be seen in the casual dining and food-to-go sectors, where we've seen our previous clients making a variety of moves such as Pret a Manger opening a “Veggie-Pret” site, and Wagamama proactively offering a vegetarian and vegan menu upon entering their restaurants.

So, why has the move to more plant-based diets become so popular, and why is it likely to stay? Our Food Procurement experts highlight the key drivers for reducing meat consumption, the benefits to the consumer, and insights from suppliers we have worked with.

“Feeding a world population of 10 billion is possible, but only if we change the way we eat and the way we produce food”

Prof Johan Rockström

Did you know?

The UK population is 14% flexitarian, 3% pescatarian, 3% vegetarians, 1% vegan



The production of one burger emits as much greenhouse gas as a drive of nearly 200 miles

ENVIRONMENTAL IMPACT

Global Greenhouse Gas emissions

	Energy 35%
	Agriculture 24%
	Industry 21%
	Transport 14%
	Buildings 6%

Globally, beef and dairy cattle contribute most to the total GHG emissions from livestock, since they are ruminants and farmed in high numbers. Fruit and vegetables contribute fewer GHGs than livestock on average but airfreight, refrigerated transport, packaging, unseasonal products (where airfreighted or grown with heated/protected environment) etc have to be taken into account.

The most efficient and immediate way to keep climate change under 2°C by 2050 is to considerably reduce the consumption of animal products.

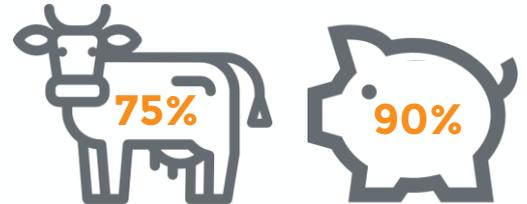
SO...

In order to feed a world of 10 billion we must reduce our meat consumption by:

Did you know?

Eating these foods each day for a year is equivalent to heating a house for...

Chicken = 79 days Beans = 5 days



HEALTH IMPACT

GOVERNMENT RECOMMENDATION MEAT CONSUMPTION

Maximum 70g red / processed meat per day

Research indicates that vegetarian & vegan diets are typically lower in saturated fat and have higher intakes of fruit, vegetables, wholegrains and fibre. This may be why vegetarian and vegan diets are associated with lower risks of:

- Heart disease
- High blood pressure
- Type 2 diabetes
- Obesity



“I don't believe these changes in consumer habits are just a temporary trend. Suppliers and clients I've worked with are waking up to this and reviewing their offering, to keep themselves relevant for consumers now and in the future”

Caroline Gurney, Procure4 F&B expert

3 POINTERS FOR F&B PROCUREMENT

1. Try menu engineering to include more plant-based dishes, include mock meats into your menu like seitan or texture vegetable protein
2. Engage with suppliers to assess how their NPD strategies could support your business
3. Understand your consumer's choices and stay on top of trends - attending trade shows and reading articles is a great way to find new ideas

CONTACT PROCURE4

www.procure4.com info@procure4.com