

Plant-based Meat: The Role of Grocery Stores and Consumers for Food Sustainability

Saya Takahashi and Yuji Shuhama
 Department of English and Communication, Keiwa College
 Email Contact: Saya Takahashi 18L037@keiwa-c.ac.jp

Introduction

Plant-based meat is becoming popular around the world because of growing interest and concern of health, global warming, and animal welfare. It can be a solution of protein crisis. The products are gradually available in supermarkets in Japan. Plant-based meat is a solution to reduce environmental impacts.

Problems and Objectives

Previous research has found that consumers' understanding of the environmental issues and benefits to eat plant-based meat is important to promote product sales. However, such information is only partially recognized by consumers. Moreover, the willingness of eco-friendly food choices is not high among ordinary consumers. Supermarkets should provide opportunities for promoting consumers' ethical actions.

My purposes are

- Confirm the availability of the information such as taste, convenience, and SDGs (Sustainable Development Goals) merits to sell plant-based meat in supermarkets
- Suggest supermarket sales strategy

Methodology

Step 1: Review previous research about consumers' willingness of eco-friendly actions and methods to sell plant-based meat

Step 2: (1) Questionnaire surveys of 70 people aged from 18 to 70s for 2 weeks by Google forms (2) On-site surveys at several supermarkets in a local city

3. SDGs (エス・ディー・ジーズ)とは「持続可能な開発目標」を指す標語ですが、この標語を見聞きしたことがありますか。*

1. 見聞きしたことがあり、よく知っている

2. 見聞きしたことがあり、詳しくは知らない

3. 見聞きしたことがない

4. 日々の買い物で環境問題を意識して商品を選ぶことはありますか? *

はい

いいえ

5. 牛肉の生産に環境問題や食料問題が関わっていることについて、見聞きしたことはありますか。*

はい

いいえ

6. 大豆から作られたお肉(大豆ミート)の食品について見聞きした、または買ったことはありますか? (食品の種類・メーカーは問いません) *

例) マルコム(タイズ)系 大豆の肉類、トッパバリオ(大豆からつくったハンバーグ)

1. 見聞きしたことがあり、買ったことがある(一問7へ)

2. 見聞きしたことがあり、買ったことがない(一問7へ)

3. 見聞きしたことがない(一問8へ)

7. 問6で1または2と答えた方、どこで知りましたか?(複数選択可、その他自由記述)

ニュースまたは新聞で

店頭で商品を見た

インターネット、SNSで見た

テレビCM、テレビ番組で見た

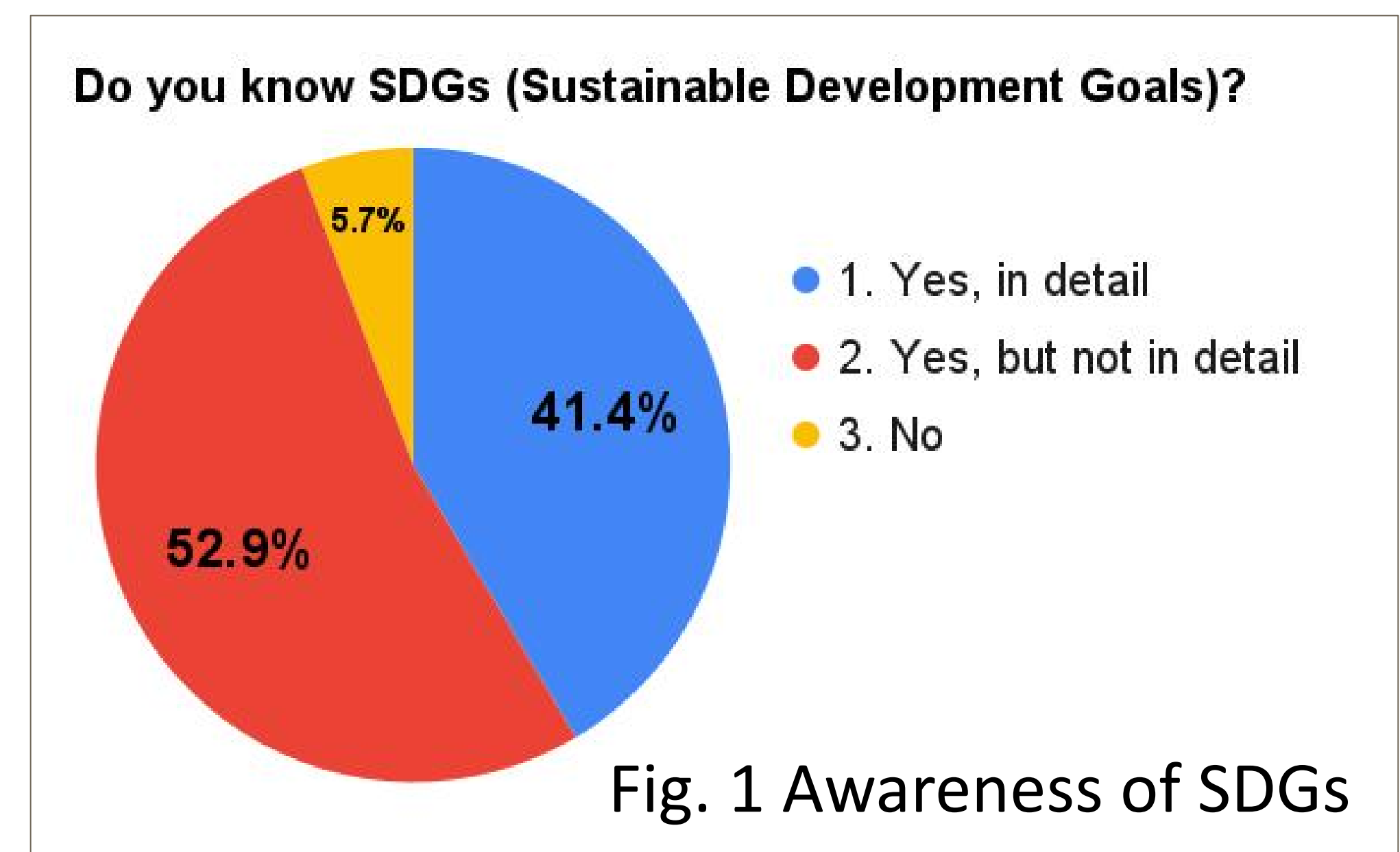
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その他 _____

Step 3: interview 5 people who answered the questionnaire (to be presented on Nov. 27)

Results Questionnaire and On-site surveys

SDGs are highly recognized (94.3%), but more than half (52.9%) do not know them in detail.



Respondents know SDGs, but do not think about environmental issues when they choose food.

Do you know SDGs?	Yes	No	Total
1. Yes, in detail	13	16	29
2. Yes, but not in detail	17	20	37
3. No	1	3	4
Total	31	39	70

Table 1 A gap b/w awareness and SDGs actions

The message says "Let's try soybeans instead of meat!"

There is no SDGs sign and no information about environmental merit.

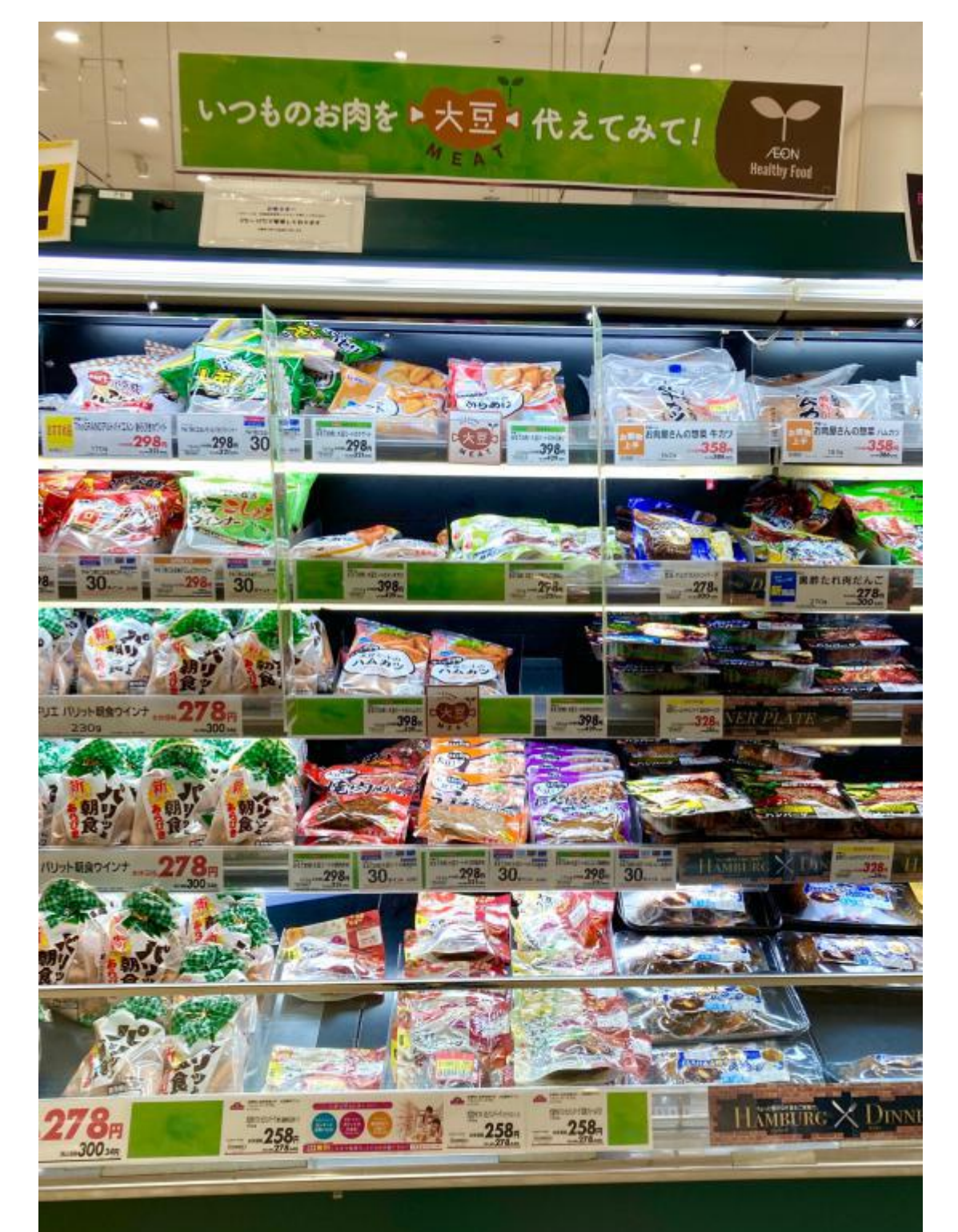


Fig. 2 On-site surveys at supermarkets

Interview

- Sampling stimulates some participants' purchase intention
- A sign of SDGs attracts participants attention but lacks the credibility of the information

Discussion

Most participants know SDGs, but they do not understand the connection with their consumption. The data reveal strongly beneficial impressions of plant-based meat such as "healthy" and "interested to try." According to the interview results, sampling motivates consumers' curiosity, but the higher price hampers the purchase intention. Consumers need discount systems and specific explanations of SDGs action to make a purchase. The recipes are also necessary to attract their interests.

Conclusion

Consumers will not purchase plant-based meat products even though they understand its taste, convenience, and SDGs action. Supermarkets are required to devise methods to promote SDGs action and sell the products for an acceptable price.

Bibliography

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