

# A consumers' perspective of meat and protein innovation

Siet Sijtsema

Support of Marleen Onwezen, Muriel Verain  
Wageningen University and Research

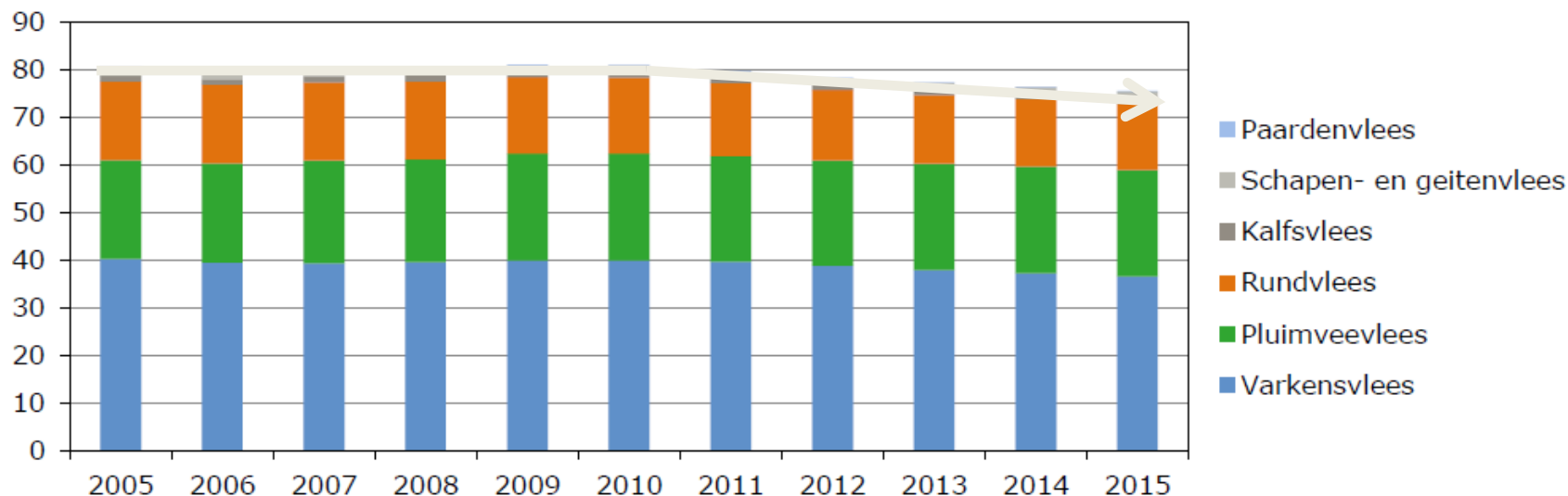


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- Perception & consumption of meat and it's production
  - Consumer acceptance of novel proteins (Dutch case)
  - Understanding consumers





# Meat consumption decreases since 2010



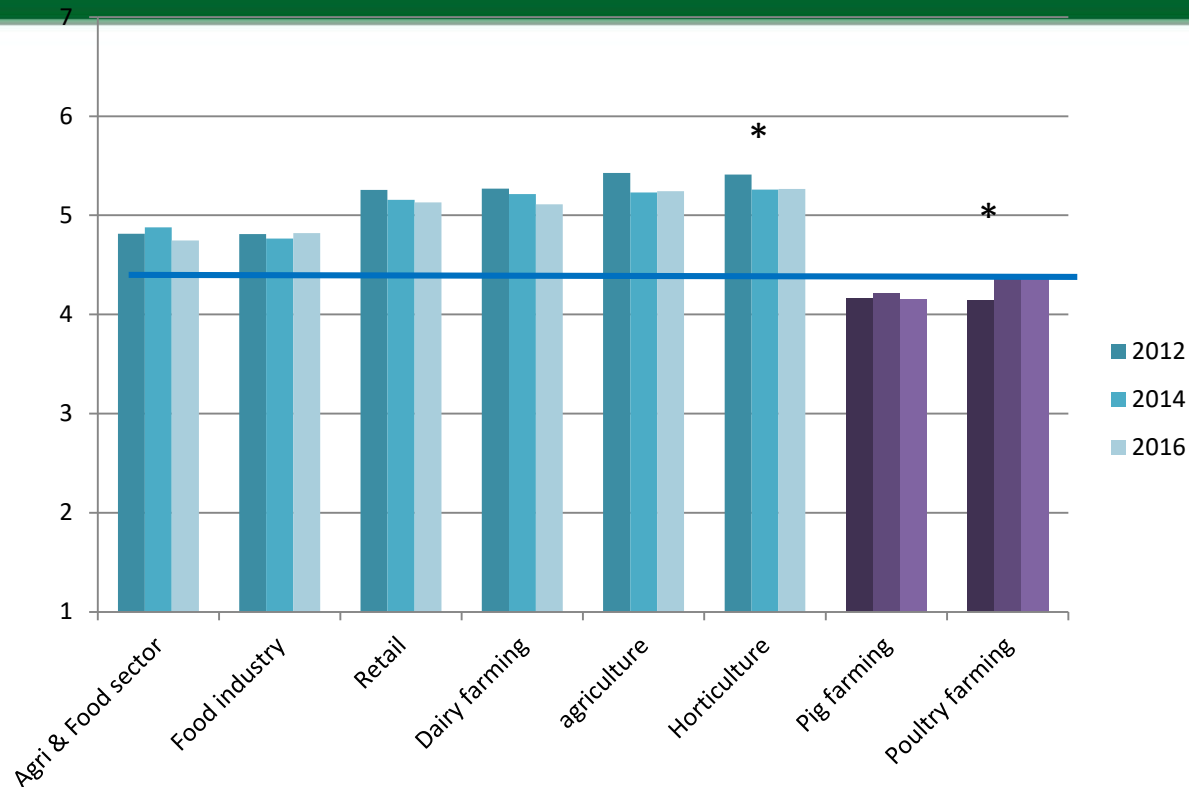
**Figuur 1** Vleesverbruik a) per hoofd van de bevolking in Nederland, 2005-2015 (kg)

a) Op basis van karkasgewicht (gewicht met been).


Terluin et al., 2016; Meat consumption per head of the population in The Netherlands, 2005-2015

# Societal appreciation of Agri & Food sector

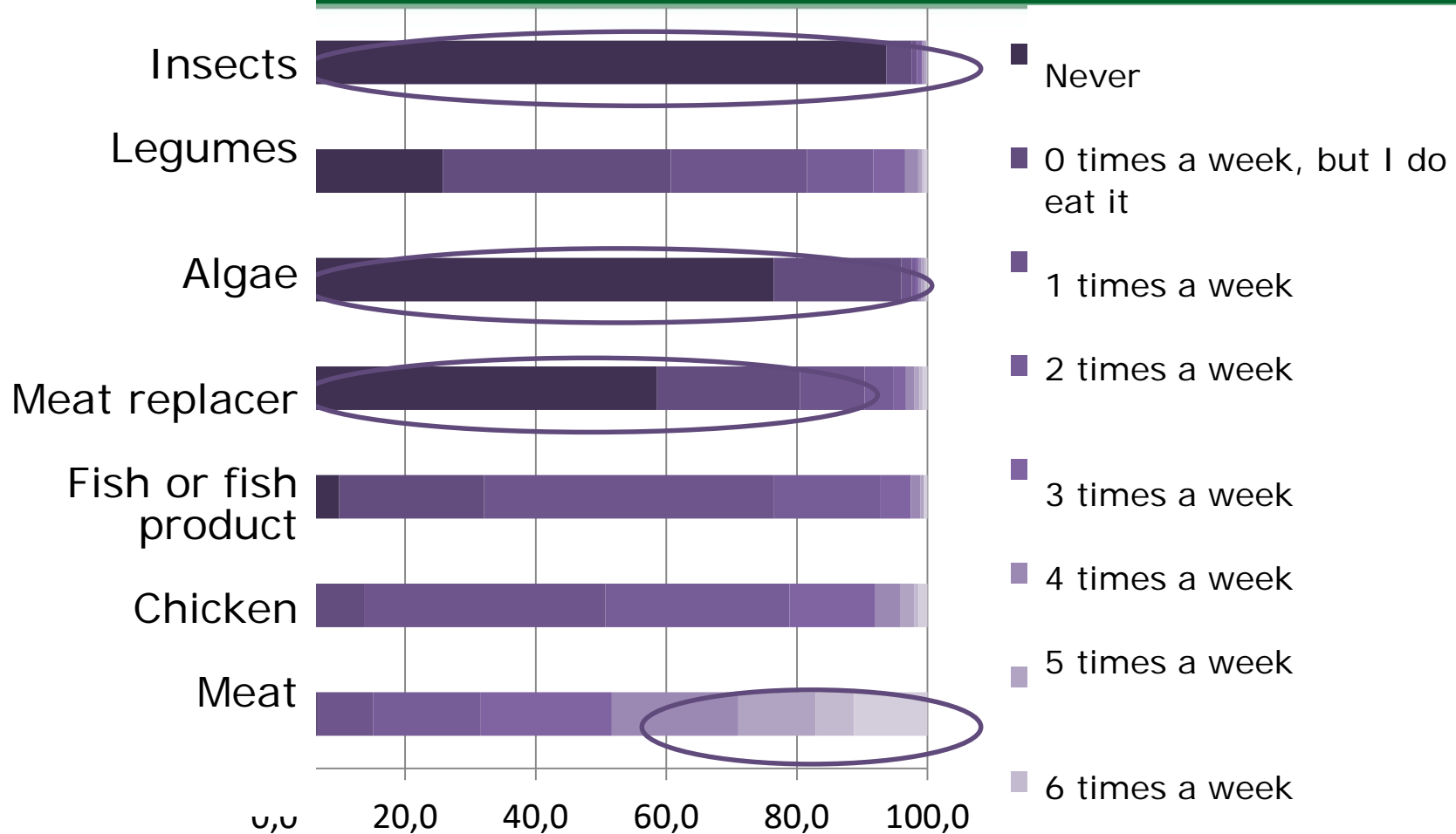
- Consumers have a lower societal appreciation of pig and poultry farming



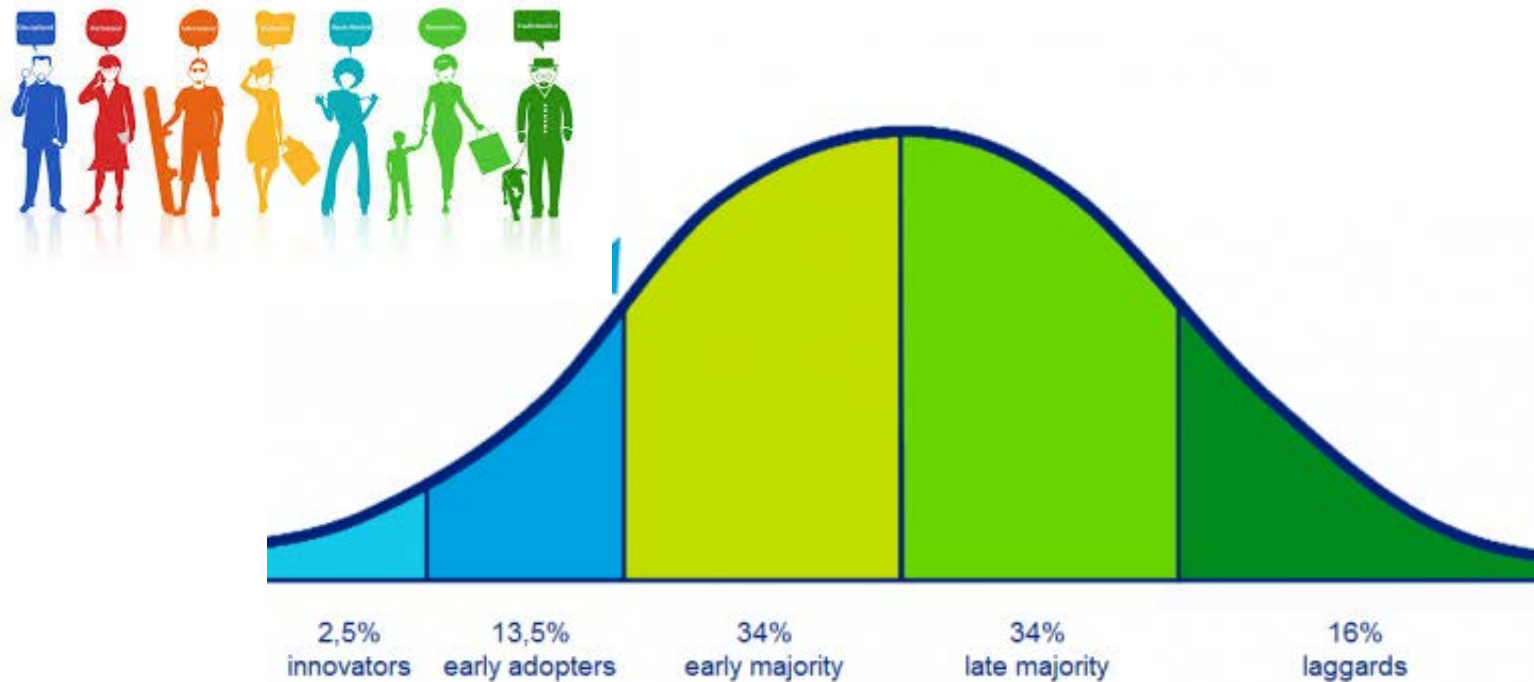


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# Dutch consumption frequencies

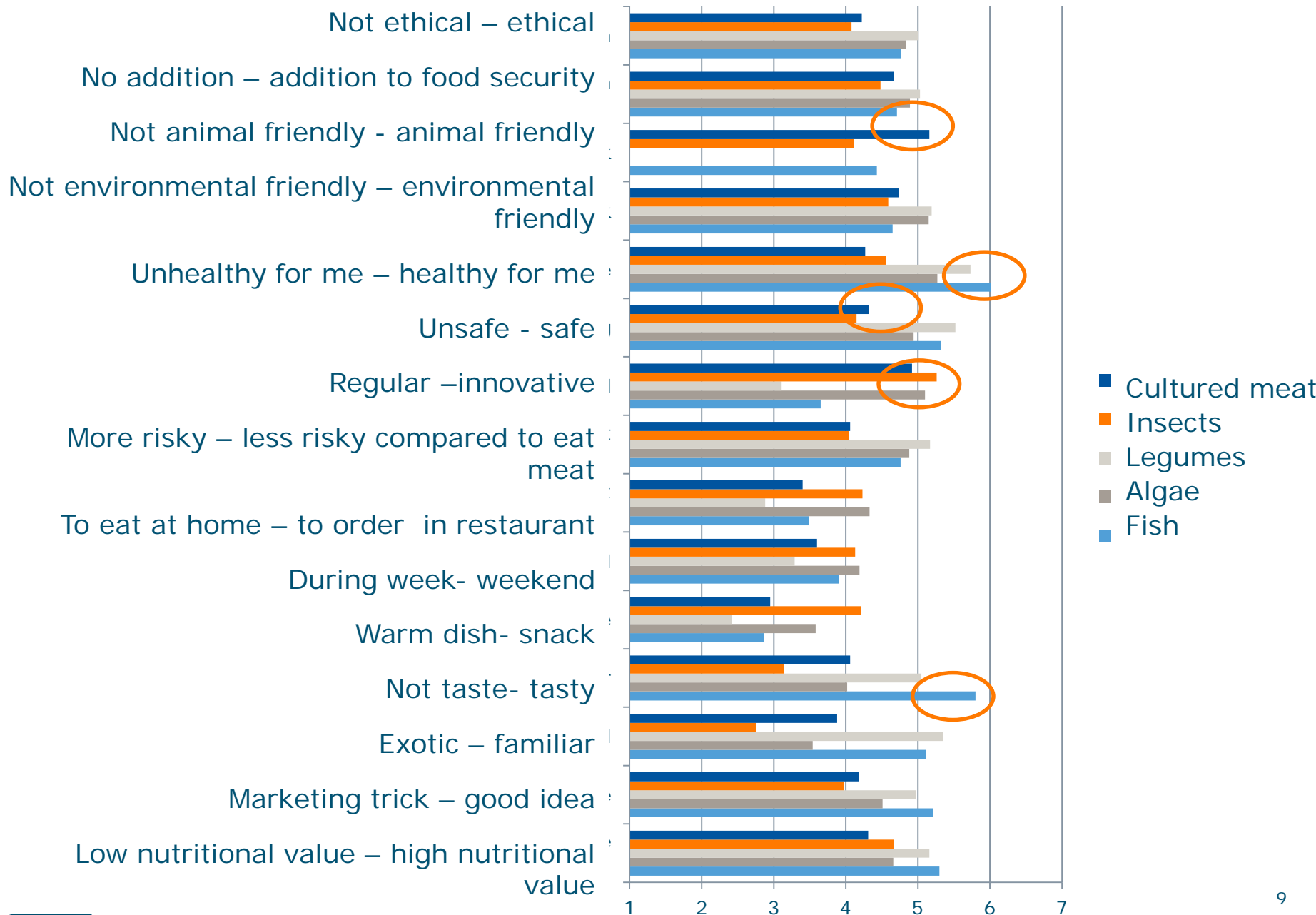


# Innovators



- Innovators eat more fish, algae, legumes, insects





# Consumers' acceptance

- Important motives health and natural.
- Different perceptions:
  - Fish: health & taste
  - Algae and legumes: safe, health and environmental friendly
  - Insects: innovative
  - Cultured meat: innovative and animal friendly
- Insects least favourite than cultured meat; fish and legumes most favourite

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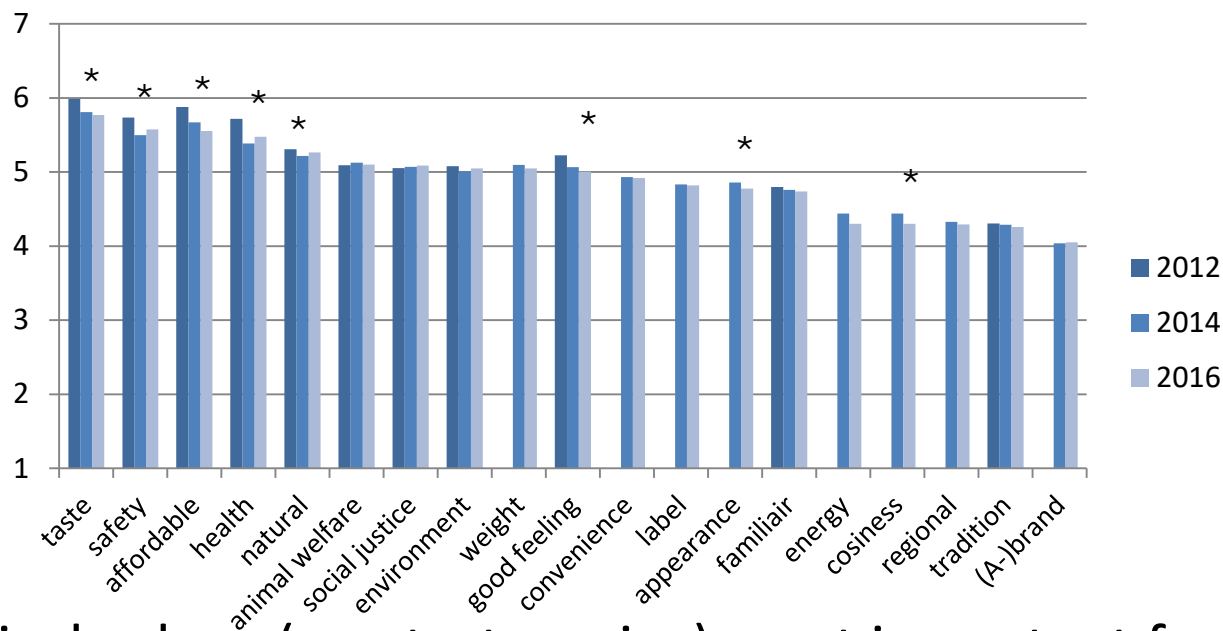


# Often said... though not fully true



***Consumers only care for price***

# Food choice motives



- Egoistical values (e.g. taste, price) most important for consumer food choices
- The egoistical values became less relevant in 2016 → sustainable values relatively more important

# Importance of motives for food versus meat-specific choices

**Sustainable motives more relevant in the context of meat**





# Consumers have different motives next to price

- Consumers may find egoistical values most relevant, though sustainable values are also important
- Sustainable values become more important
- Sustainable values especially relevant in context of meat

# ...THE consumer...

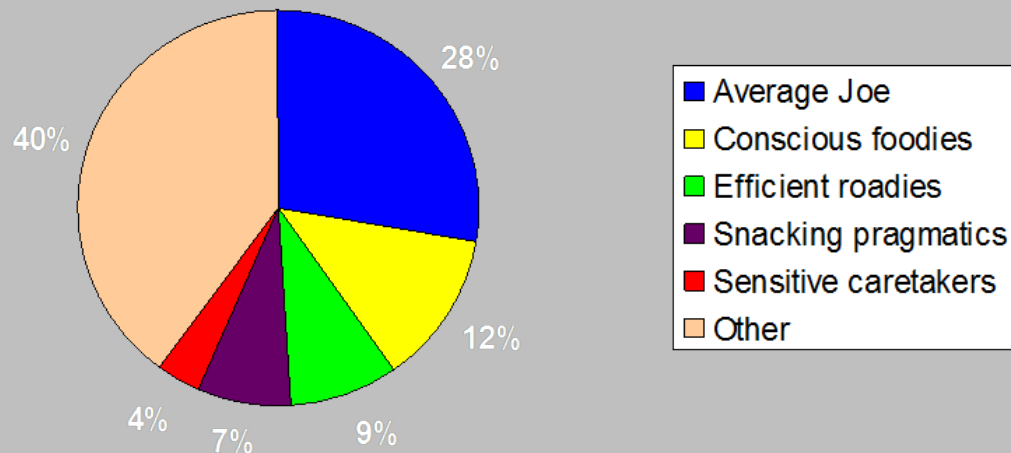
- *all consumers are the same.....*



# Consumer segmentation

Segmentation=Method to find groups of homogenous consumers: e.g.

- Motives health and sustainability (Verain et al 2017)
- Motives and context (Onwezen et al., 2009)





# Thus consumer segments

- Consumers differ in the way they think and act
- Even the same consumer has different motivations and accompanied behaviour during different contexts, like eating moments and eating locations

# Consumers are not only rational decision makers

- *If we provide consumers with more information, then they will make the 'right choice'*

Conscious deliberations



Habits



Personal differences



social environment



Consumer behaviour

Physical environment





Conscious deliberations

Habits

Personal differences

# Personal characteristics



## Social environment



Consumer behaviour

## Physical environment



- Meat consumption is decreasing in NL
- Perception towards meat and meat sector is relatively negative
- Insects least favourite as well as cultured meat and fish and legumes more favourite

1. Consumers care for more than price. Other motives like health, taste, but also sustainable values are relevant
2. Not all consumers are the same
3. Information is not always the solution: personality, social and physical environment also relevant