FAKE MEAT MADNESS AND PORK RESILIENCE

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A date gone bad
As a consumer I consider myself a...
(July 2019)

Canada is home to approximately 466,000 vegans, and approximately 2,650,000 vegetarians.
Dalhousie University Report: More than 10 million Canadians will deliberately limit the amount of meat they eat by 2025.
The rise of DEMAND CHAIN MANAGEMENT
The Protein War of 2019
# Weaponizing research

<table>
<thead>
<tr>
<th>Authors</th>
<th>Market</th>
<th>Year</th>
<th>Mislabelling Rate</th>
<th>Sectors</th>
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</thead>
<tbody>
<tr>
<td>Carvalho et al.</td>
<td>Brazil</td>
<td>2015</td>
<td>24%</td>
<td>Retail/Restaurant</td>
</tr>
<tr>
<td>Marta Muñoz-Colmenero et al.</td>
<td>Spain</td>
<td>2016</td>
<td>7%</td>
<td>Retail/Restaurant</td>
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<tr>
<td>Harris et al.</td>
<td>Portugal</td>
<td>2016</td>
<td>19%</td>
<td>Retail/Restaurant</td>
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<tr>
<td>Muñoz-Colmenero et al.</td>
<td>Spain</td>
<td>2017</td>
<td>6%</td>
<td>Retail</td>
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<tr>
<td>Muñoz-Colmenero et al.</td>
<td>United States</td>
<td>2017</td>
<td>24%</td>
<td>Retail</td>
</tr>
<tr>
<td>Willette et al.</td>
<td>United States</td>
<td>2017</td>
<td>41%</td>
<td>Restaurant</td>
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<tr>
<td>Pardo et al.</td>
<td>EU</td>
<td>2018</td>
<td>26%</td>
<td>Retail/Restaurant</td>
</tr>
<tr>
<td>Hu et al.</td>
<td>Canada</td>
<td>2018</td>
<td>25%</td>
<td>Retail/Restaurant</td>
</tr>
<tr>
<td>Hanner et al.</td>
<td>Canada</td>
<td>2019</td>
<td>32%</td>
<td>Retail/Restaurant</td>
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<tr>
<td>Oceana</td>
<td>Canada</td>
<td>2019</td>
<td>61%</td>
<td>Retail/Restaurant</td>
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</tbody>
</table>
New Study on Red Meat

The "protein war" isn’t about how much meat we should eat but more so about how nutrition studies should be interpreted. It's a mess.
War of words and confusion

Factors Canadians feel have largest negative effect on the environment

- Burning fossil fuels: 34%
- Single use plastics: 33%
- Transportation: 13%
- Animal agriculture: 7%
- Non-animal agriculture: 2%
- Other: 11%

(Angus Reid Global (August 2, 2019))
Germany's meat tax: Step forward, or wurst idea?

By Anne Fleischmann & Alastair Jamieson • last updated: 13/08/2019 - 08:20

Beef burgers banned by university to ‘help save planet’

Faye Brown • Monday 12 Aug 2019 4:08 pm

Professor Frances Corner, Warden of Goldsmiths University where beef will be banned from September (Picture: PA)
Does the new Food Guide recommendation to incorporate plant-based protein impact your food decisions? (July 25-28 2019)

34%
Results

The 2007 and 2019 Food Guides recommend different proportions of foods and different types of food. The following chart outlines various scenarios for the average daily cost of food for a family of 4 based on the recommended proportions and recommended food types from both the 2007 & 2019 guide.

<table>
<thead>
<tr>
<th>Proportion of food recommended by</th>
<th>Foods recommended by 2007 Food Guide</th>
<th>Foods Recommended by 2019 Food Guide</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>$21.11 (May 2007)</td>
</tr>
</tbody>
</table>
Paradox of protein choices

Only when a consumer considers whether to buy from a certain food category before selecting which food option to choose, a large product assortment CAN increase purchase likelihood.
Paradox of protein choices

“Food is not a “right or wrong” issue. We should focus on the distinctiveness of different options, depending on consumer’s decision order.”
Other challenges

- Clear metrics on **health** and **sustainability**
- Plant-based economics
- Processing competitiveness (Roquette, Merit Functional Foods)
- Plant-based Nomenclature
- Supply chain architecture
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