



Transition paths to sustainable legume-based systems in Europe

Legumes and uptake – producers and consumers

While profits and economic sustainability of farms cultivating legumes are necessary, they may not always be sufficient and farmers’ decision-making may be influenced by non-economic factors, e.g., perceptions of how what they create affect others (environment and human health). Similarly, consumers’ choices may be influenced by environmental and health concerns as opposed to purely economic reasons.

Producers intentions towards legume uptake and consumers willingness to increase legume share in diets were analysed, which showed that socio-economic characteristics (education, profit orientation, farm-succession) have significant effects on producers’ intentions to cultivate legumes. Other factors involved are perceived usefulness of information; uptake of technologies; market influences on business; intentions to increase diversification, agri-environment, technological investment; and previous changes to legumes cultivation.

Results of the analysis on consumers’ willingness to pay for pulse-based mince in ready meals, and the role that labels for desirable food attributes can play to foster consumption show that flexitarians, vegetarians and pescatarians are potential consumers of pulse-based mince.

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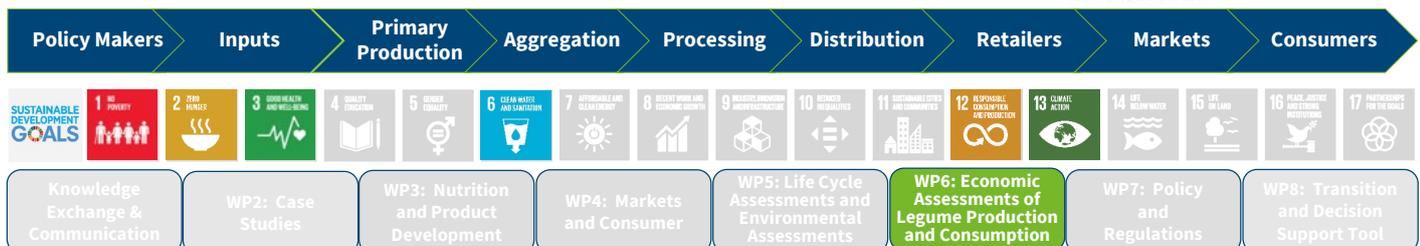
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We also found that demand for pulse-based mince by regular meat-eaters can be fostered if the product is promoted as high in protein and fibre, organic, British, and low in saturated fat.

While slow changes in consumption patterns to include legumes are apparent, they need to be translated into “home-grown” production patterns, and a higher integration of policies incentivising consumers towards healthier diets, and producers towards sustainable production is required.



Various legumes and pulses .



About TRUE

The EU funded project "TTransition paths to sUustainable legume based systems in Europe" (TRUE) is a balanced practice-research partnership of 24 institutions, which aims to identify the best routes, or “transition paths” to **increase sustainable legume cultivation and consumption across Europe** and includes the entire legume feed and food value chains.

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