



Transition paths to sustainable legume-based systems in Europe

Nordic consumers’ preferences for meat alternatives

Nordic consumers’ awareness of diets and climate impact from food production creates a demand for products made with pulses in the market. Nordic consumers seek plant-based products to reduce or replace their meat consumption in an attempt to improve their personal health or reduce climate impact. They understand it is necessary to cut down on meat consumption to mitigate greenhouse gas emissions from animal production, and the health risks associated with high consumption of meat and animal fats. It is very important for Nordic consumers that these meat alternatives appeal to their taste and liking.

A typical product in the Nordic food market is plant-based burgers made with pea protein or soya protein, vegetables and mushrooms, and spices. The core consumers of these products are the young generation (age group 20-30 years) and the seniors (age group 50-60 years). The former group is motivated by the reduced climate impact and “doing something good” whereas the latter is motivated by personal health and climate impact.

Plant-based meat alternatives are expensive in the Nordic food market. Producers of plant-based meat alternatives (burgers, nuggets, and similar products) actively inform consumers about their reduced environmental impact in their marketing. Information about the origin of the ingredients is also used for marketing purposes.

Author(s)

Karen Hamann

Institute for Food Studies and Agro industrial Development ApS, Agiltevej 15, 2970 Hørsholm, Denmark

Contact

karen@ifau.dk

Country/Region

Denmark

Keywords

Meat alternatives, Nordic consumers, plant-based production, pulses



All Practice Abstracts prepared by the TRUE Project in the EIP-Agri common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/transition-paths-sustainable-legume-based-systems>





TTransition paths to sUustainable legume-based systems in Europe

Nordic consumers' preferences for meat alternatives



Figure 1. Various legumes and pulses . Photo credits ©: Mariana Duarte



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.

April 2017 – September 2021



TTransition paths to sUustainable legume-based systems in Europe (TRUE) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727973

All Praticce Abstracts prepared by the TRUE Project in the EIP-Agri common format can be found here: https://ec.europa.eu/eip/agriculture/en/find-connect/projects/transition-paths-sustainable-legume-based-systems

