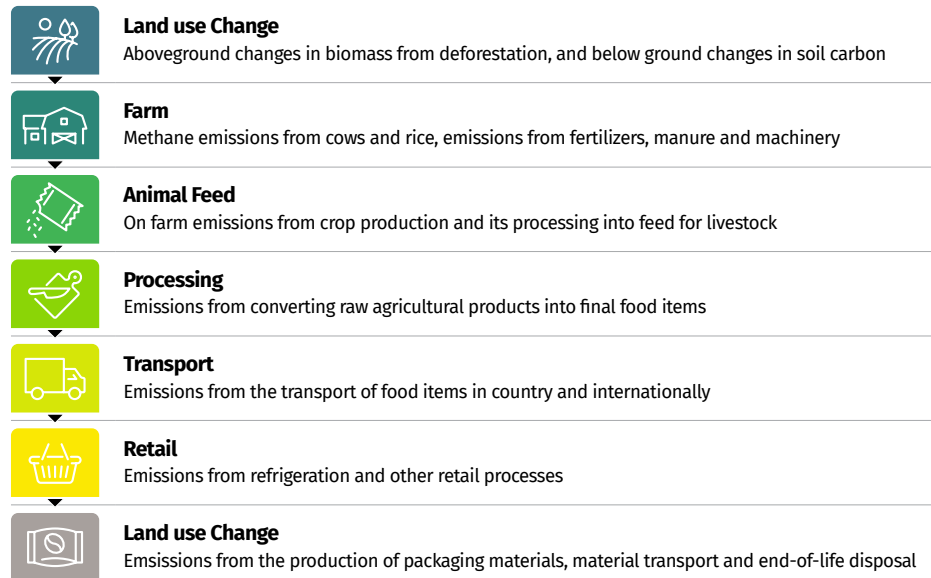


Background brief

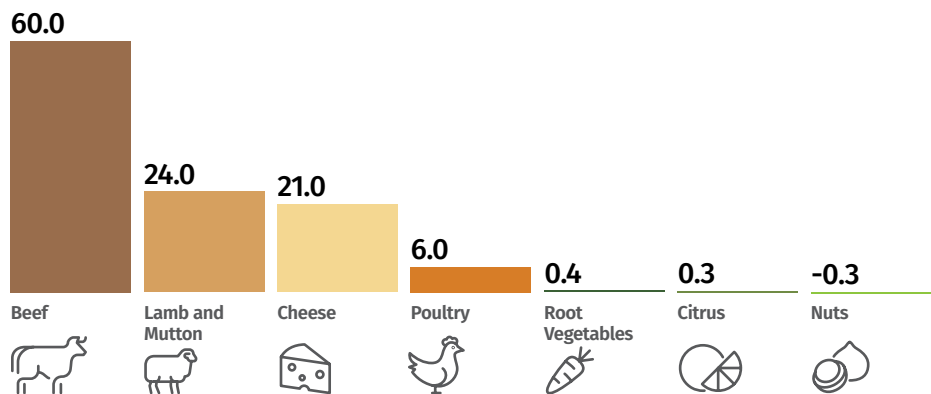
Healthy Diets Challenge

Global meat consumption increased by 58% over the 20 years to 2018 to reach 360 million tonnes. Population growth accounted for 54% of this increase and per person consumption growth accounted for the remainder. In Australia and the United States, meat consumption increased over the 20 years to 2018 because of higher poultry consumption.

Source: Australian Government Department of Agriculture



Greenhouse gas emission per kilogram of food produced



- Methane produced from cows, land clearing for grazing and animal feed means beef has a very high carbon footprint
- CO₂ emissions from most plant-based products are as much as 10-50 times lower than most animal-based products
- Nuts trees have a negative rating as carbon can be stored in the trees



Australian Government



Vegetarians or vegan in Australia

Research conducted by Roy Morgan has found that the trend in vegetarian eating continues to grow — with **2.5 million people (12.1% of the population)** in Australia now eating all or almost all vegetarian.

The 2018 data shows a continued growth in people choosing to be vegetarians — up from 2.1 million people (11.2%) eating all or almost all vegetarian in 2016, and 1.7 million people (9.7%) in 2012.

There have been multiple scientific and market research studies on the barriers to becoming a vegetarian which can be summarized as:

"I like eating meat"

"I think humans are meant to eat meat"

"I do not want to change my eating habit or routine"

"My family/spouse/partner won't eat vegetarian food"

"My family/friends eats meat"

"There is too limited a choice when I eat out"

"I need more information about vegetarian diet"

Most people surveyed agreed that a benefit of a vegetarian diet is increased health benefits from fruit and vegetable consumption as well as lower fat intake leading to weight control and disease prevention.

Interestingly, more Australians are seeking to reduce their meat consumption but many still want to enjoy the taste and convenience of their favourite meals. As a result, demand for meat alternatives in easy-to-prepare, familiar formats – from sausages to meatballs – is increasing.

Still two in three Australians have not tried new generation plant-based meat as they continue to have mixed perceptions of these products, with concerns surrounding nutrition, as well as price and taste. This despite that many plant-based meat alternatives are nutritionally competitive with their conventional meat counterparts.

Resources for students

nourishing.io/

[Designer fats: Nourish specialty 'animal-free' fats promise superior performance in meat and dairy alternatives \(foodnavigator.com\)](#)

www.visualcapitalist.com/visualising-the-greenhouse-gas-impact-of-each-food/

food-studies.net/benefits-and-barriers-to-the-consumption-of-a-vegetarian-diet-in-australia/

www.nature.com/articles/1602387

www.v2food.com/

theconversation.com/au/topics/plant-based-diet-37268

theconversation.com/five-surprising-benefits-of-a-plant-based-diet-130902

www.dmarge.com/2021/07/plant-based-meat-nutrition-content.html

www.ansto.gov.au/hackathon



Australian Government