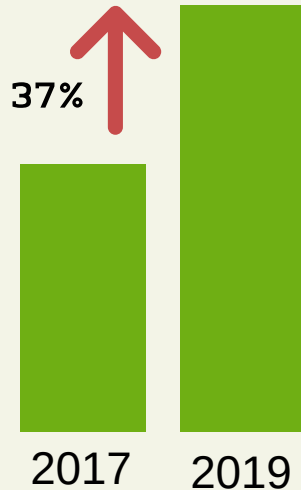


CONSUMER AWARENESS & ATTITUDES OF PLANT-BASED MEAT OPTIONS

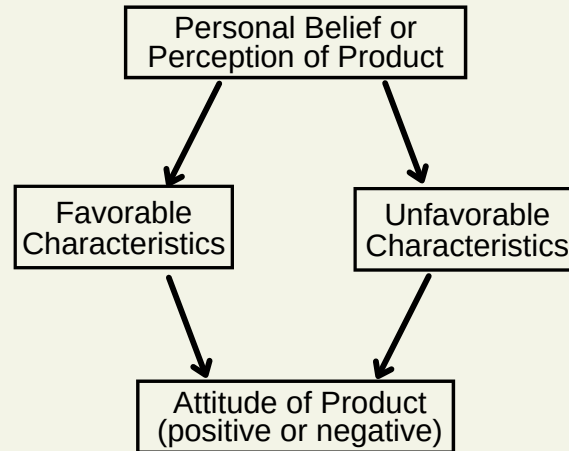
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INTRODUCTION

- Plant-based Meat Sales from 2017 to 2019
- More options are entering the market each year



MULTI-ATTRIBUTE ATTITUDE MODEL



METHODOLOGY

- 350 respondents through Qualtrics
- Analyzed with IBM SPSS v. 25
- Definitions were provided for understanding difference of plant-based and conventional
- NCBA (2020) attitude scale, made up of 8 Statements



RESULTS

	Plant-based Meat is better	They are about the same	Conventional Meat is better
Is healthy	✓		
Does not harm the environment	✓		
Is low in sodium		✓	
Is natural		✓	
Is processed		✓	
Has few ingredients			✓
Is a great source of protein		✓	
Fits my budget			✓

CONCLUSIONS & RECOMMENDATIONS

- Half of the respondents are interested or already added plant-based meat in diets, indicating high awareness
- Consumers have misunderstandings about health benefits between conventional and plant-based meats
- Communicators need to be aware of audience members' attitudes about products to limit misinformation and provide details that lead to informed decision making.