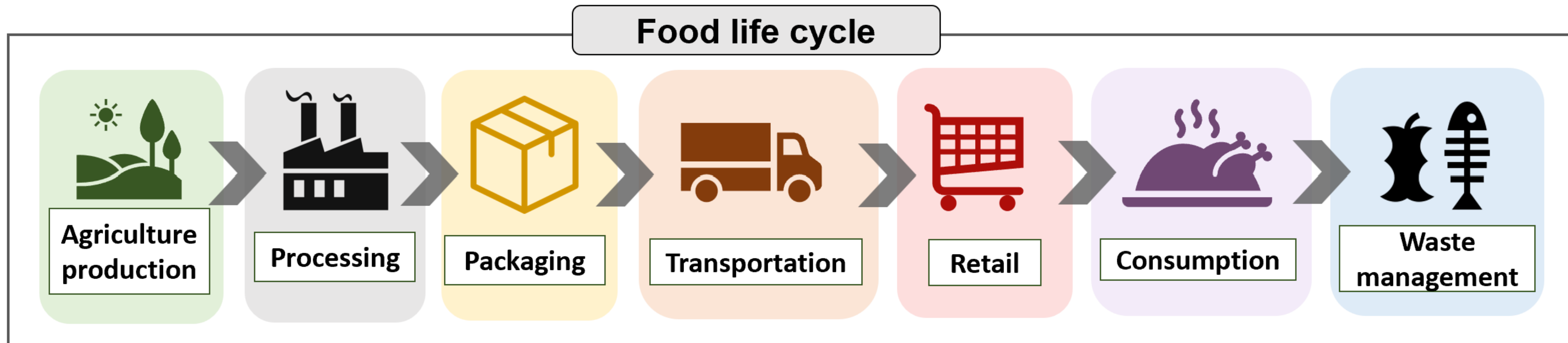


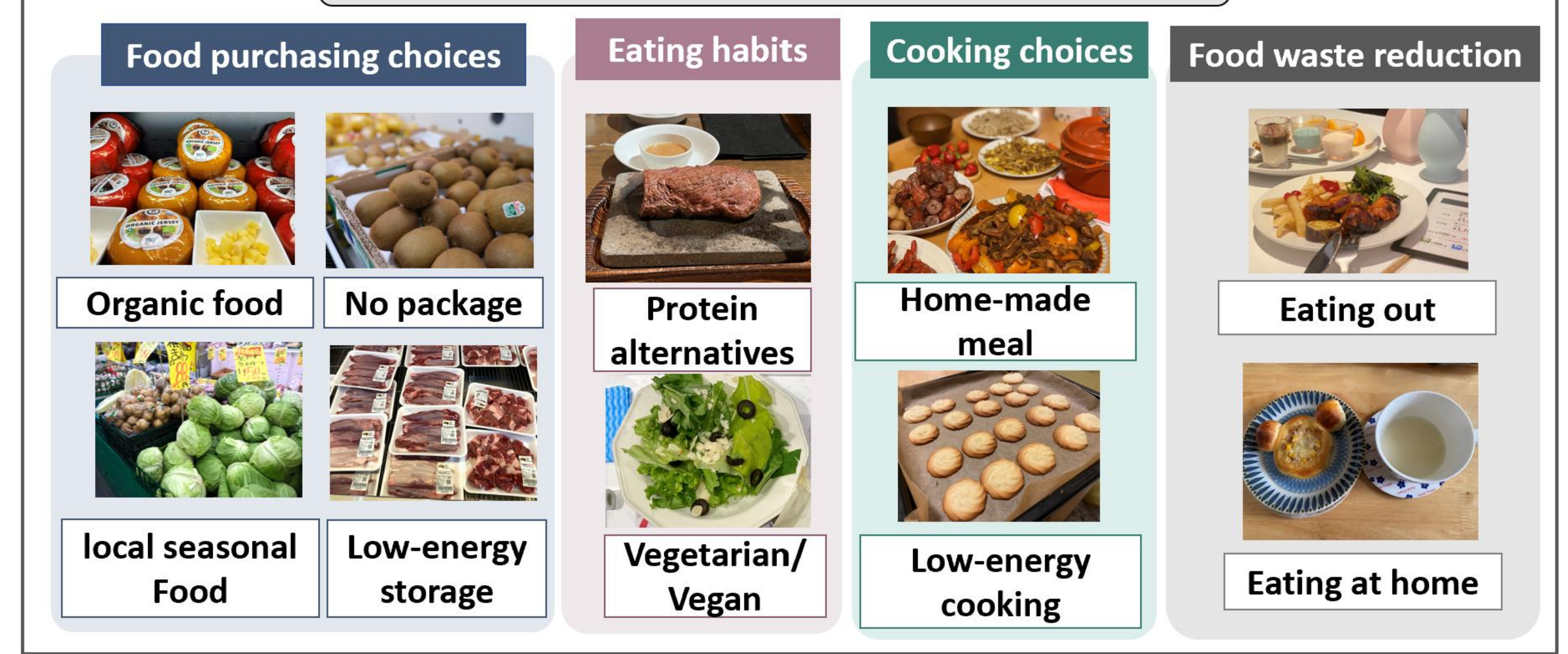
1. What is environmentally sustainable diet?

- Food system is associated with various environmental problems



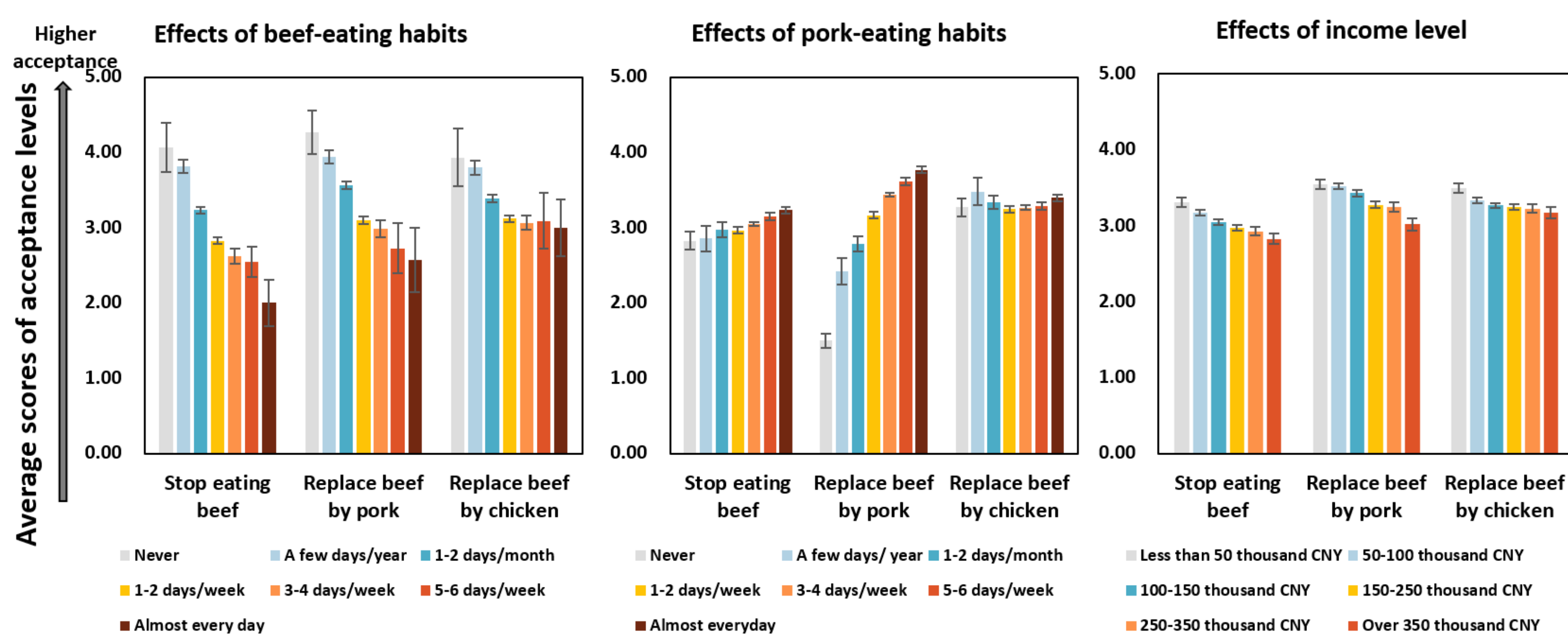
- 34% of global anthropic GHG emissions resulted from food system.

Environmentally sustainable diet choices



2. Consumer acceptance towards sustainable dietary alternatives

Acceptance towards meat and beef reduction dietary transitions

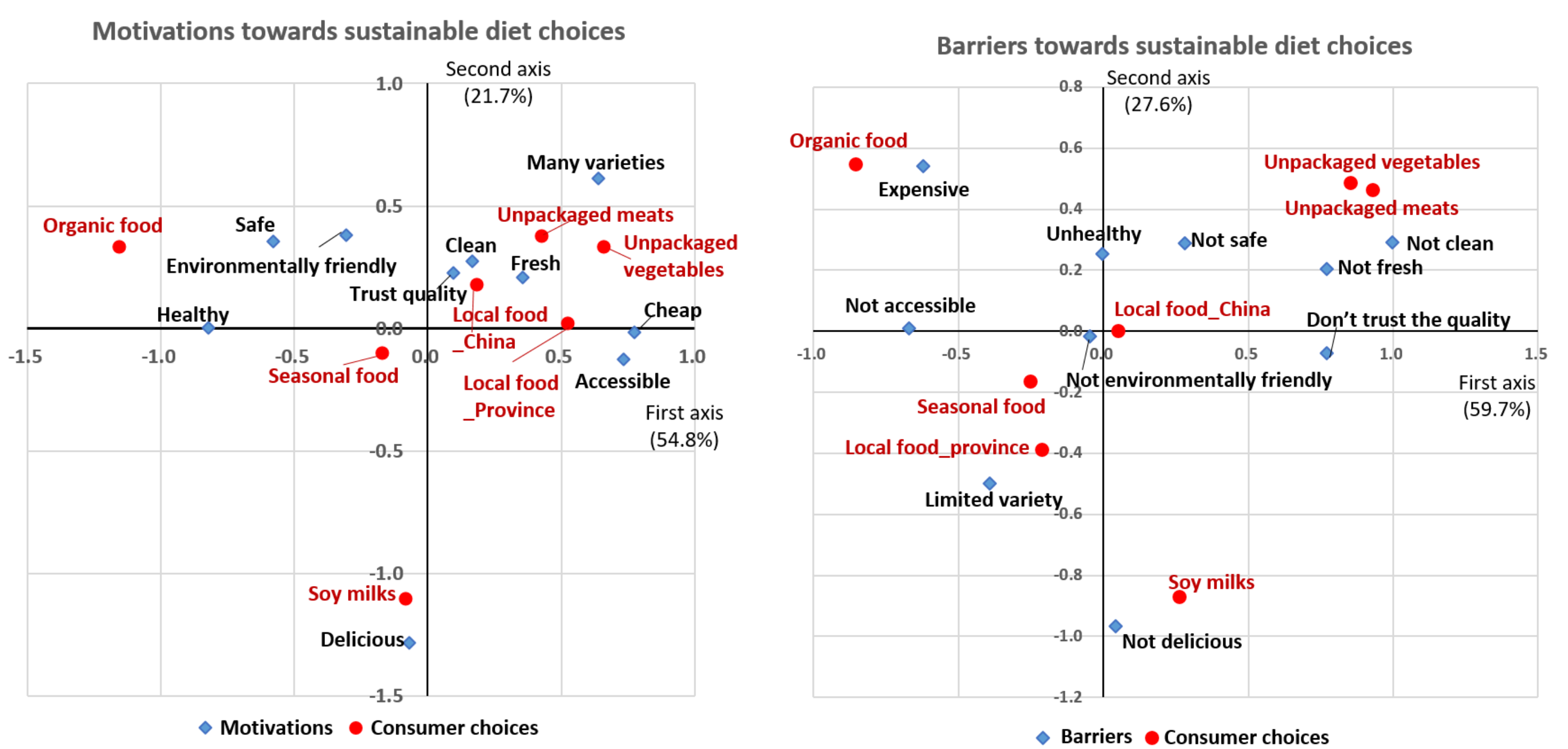


- Current eating habits had significant influences on beef reduction dietary transitions:
- Beef eaters have **weaker acceptance** towards beef reduction choices.
- Pork eaters have **stronger acceptance** towards "replace beef by pork"

- People at **higher income levels** had **weaker acceptance** towards beef reduction dietary changes

Online surveys were conducted across eight provinces in China, with 3999 valid samples collected

Motivations and barriers towards sustainable dietary choices

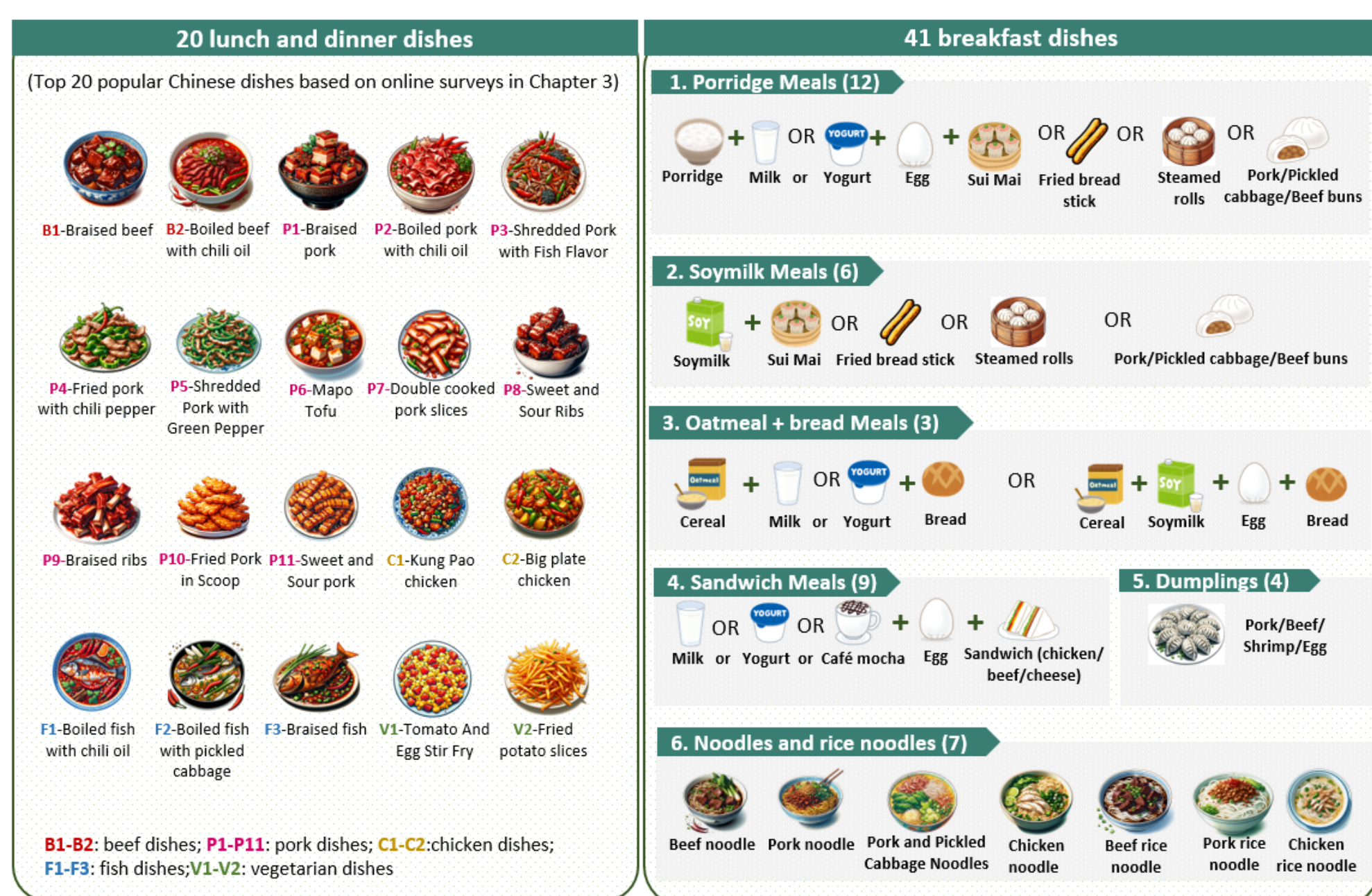


- The major motivations and barriers to choose **organic food** and **soy milks** were quite different from other consumer choices

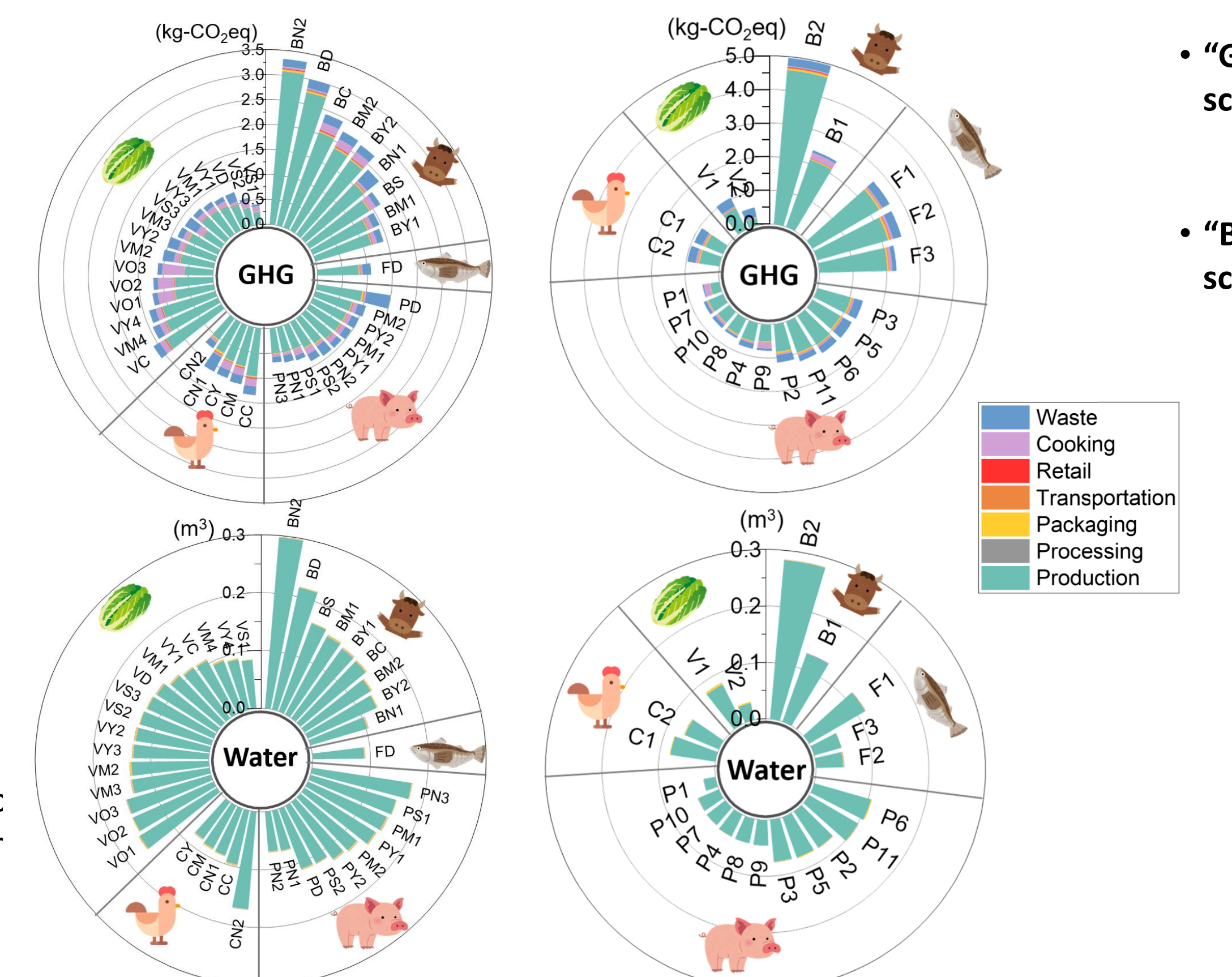
Motivations
➢ **Organic food**: healthy, safe
➢ **Soy milks**: delicious

Barriers
➢ **Organic food**: expensive
➢ **Soy milks**: not delicious

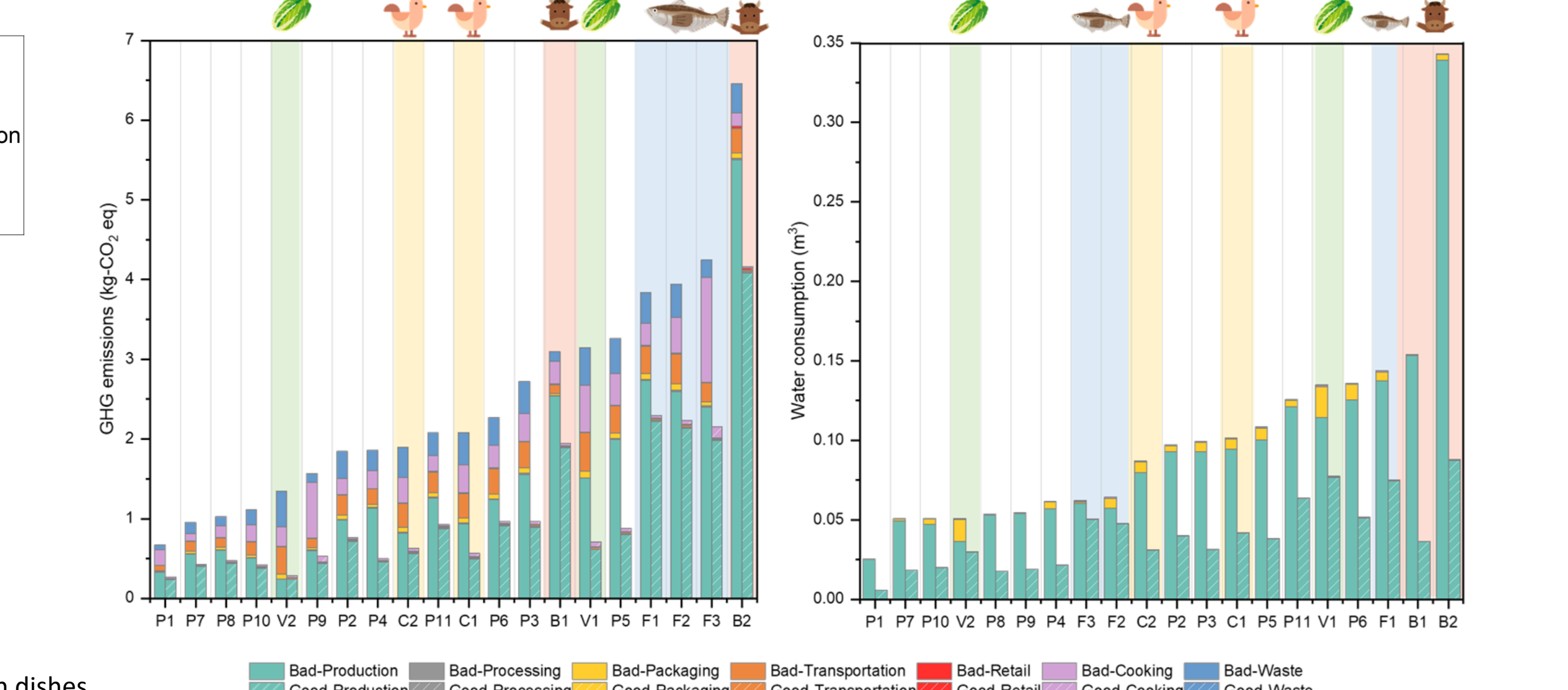
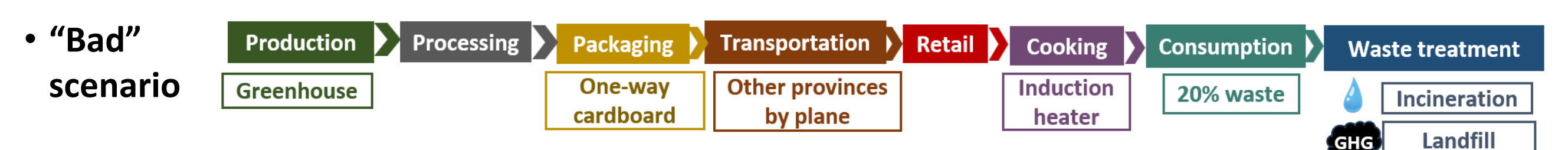
3. Life cycle GHG emissions and water consumption of dietary choices based on representative dishes



- 61 representative dishes were selected, and dish portions were standardized to energy (600kcal for breakfast meals, 700kcal (232kcal rice and 468kcal dish) for lunch and dinner meals)
- Beef dishes were the most carbon- and water-intensive dishes, owing to the contribution from production stage.
- Up to 58% of GHG emissions and water consumption could be reduced by changing from "Bad" dietary choices to "Good" dietary choices.



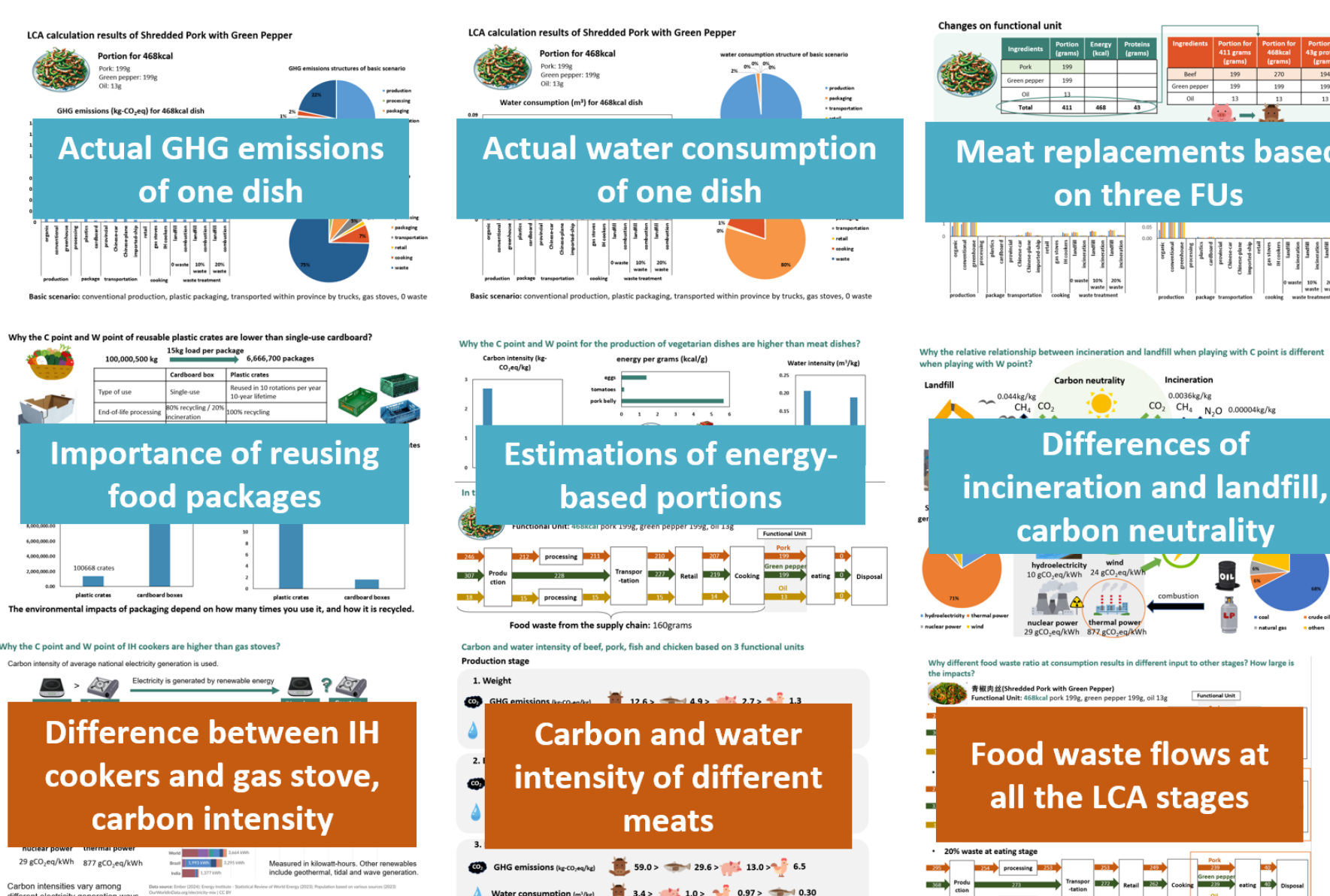
Note: B1-B2: beef dishes; P1-P11: pork dishes; C1-C2: chicken dishes; F1-F3: fish dishes; V1-V2: vegetarian dishes "G" refers to good choices; "B" refers to bad choices



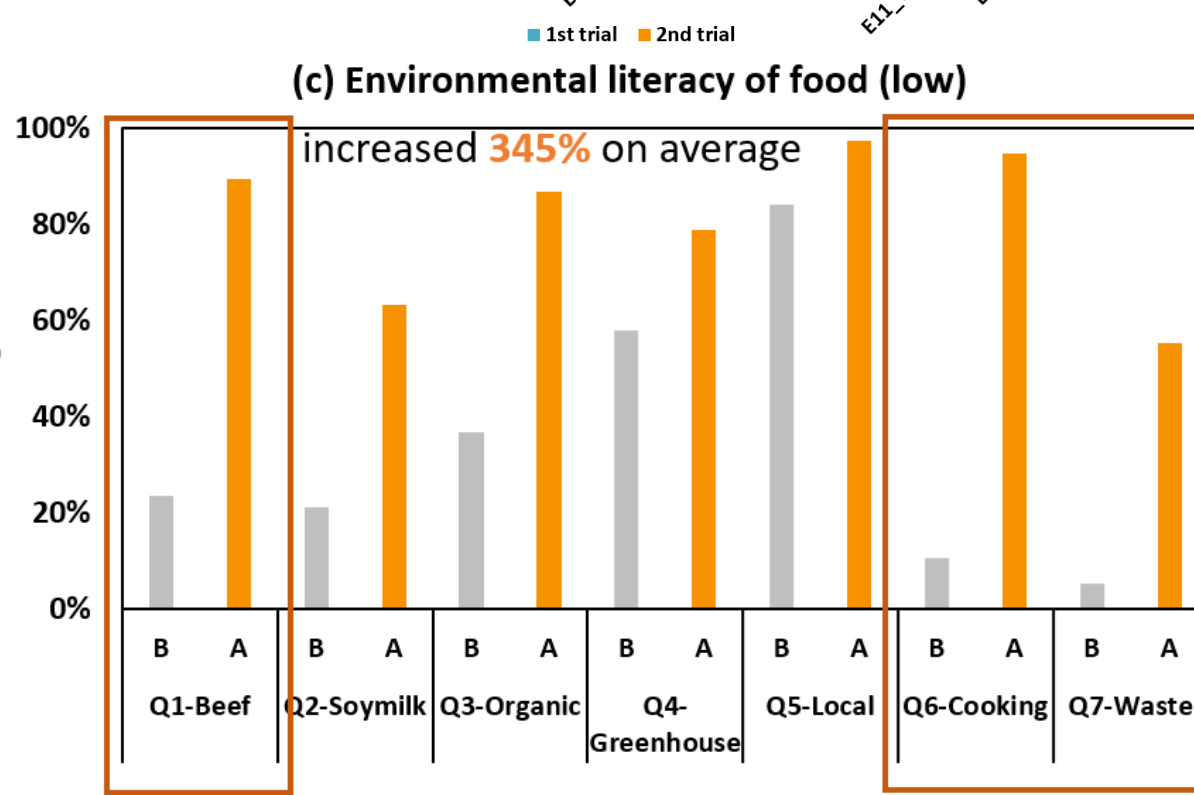
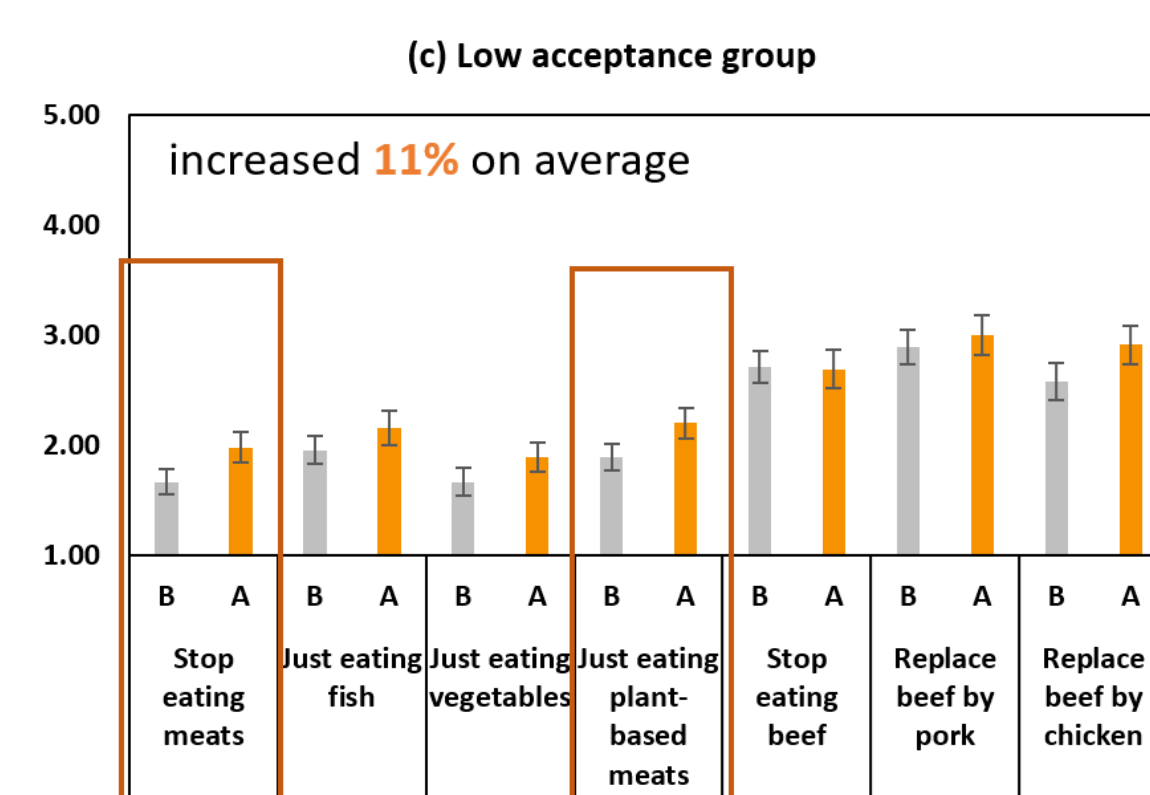
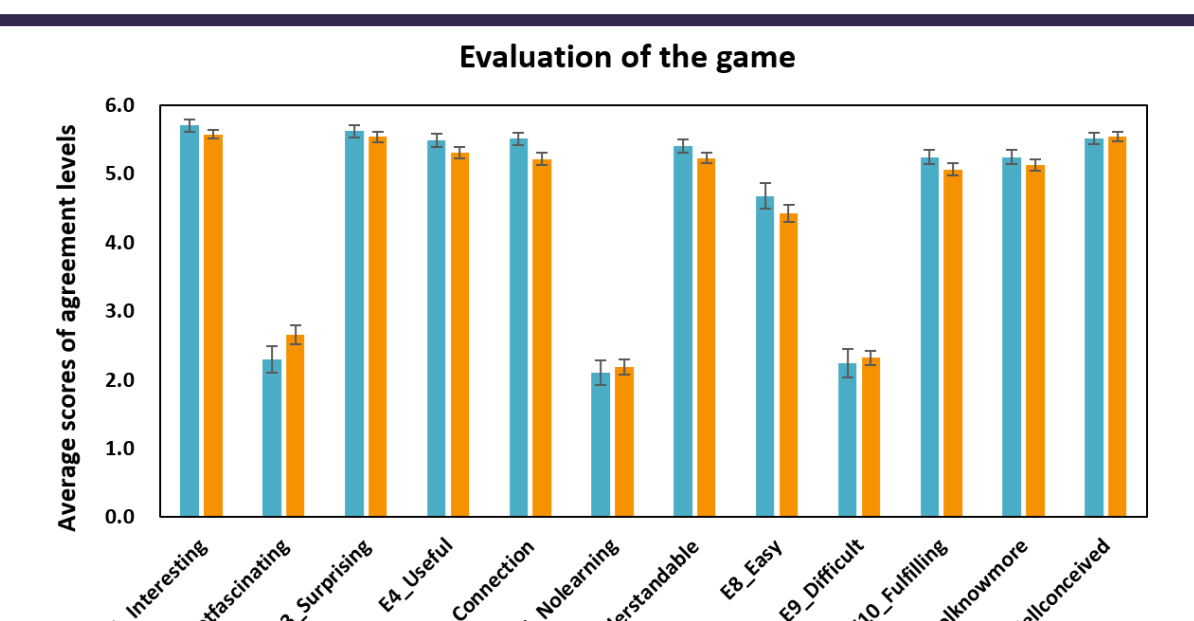
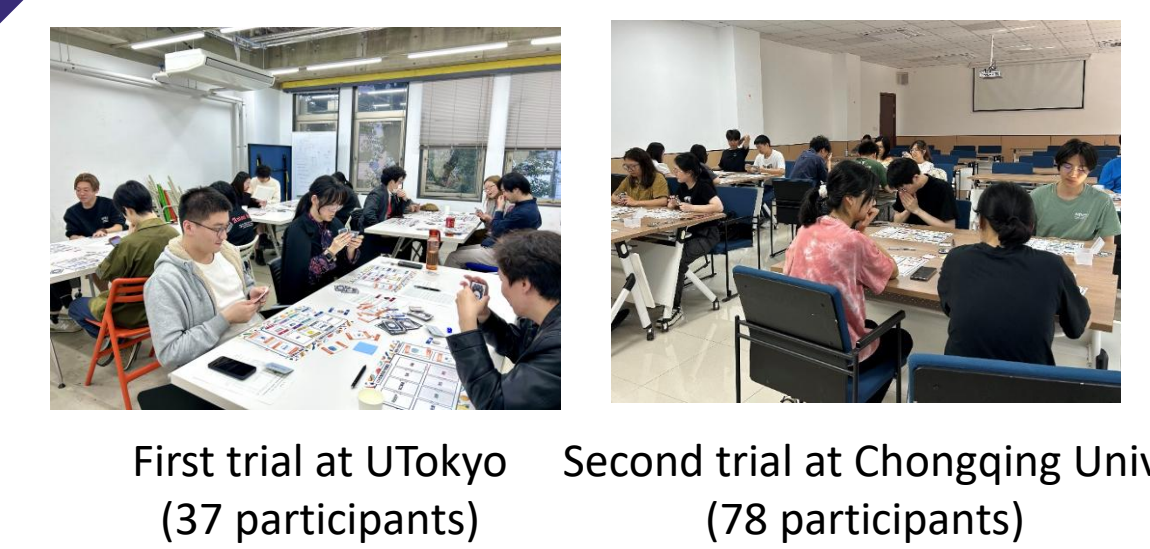
4. Educational trials to nudge environmentally sustainable dietary transition



- Dish cards (61 categories)
- Game cards (LCA cards and effect cards)
- Game mat (where to place 8 LCA stage cards and equipment cards)



- Short lectures were provided after the game to reinforce key concepts
- Questionnaire surveys were conducted before and after the trial to evaluate the efficiency



- The educational materials were evaluated high for both two trials
- Acceptance to meat and beef reduction alternatives increased by 11% after the trial
- Environmental literacy of food increased by 345% after the trial

Organizers