

Products of animal origin consumption: a generational matter ?

Noëlie Anquine¹, Matthieu Coppin¹, Eugénie Fargeaudoux¹, Colomba Raybaud¹, Mahé Sibille¹

¹Egas Moniz Center for Interdisciplinary Research (CiEM); Egas Moniz School of Health and Science, 2829-511 Caparica, Almada, Portugal
Integrated Master in Veterinary Medicine (students)

1 Background

The consumption of animal products, especially meat is one of the main factor of climate change. For instance, agriculture and clothes industry represent more than 30% of GHG emissions.

This global issue is a reality that we are beginning to confront harshly, but the younger generations will confront it even more in the coming decades

Goal: determine if there is a significant relationship between a person's age and their consumption of animal products

e.g.

Meal	Beef = 4.52kg CO ₂ eq Vegetarian = 0.45kg CO ₂ eq
Leather jacket	Cow skin = 176kg CO ₂ eq PU synthetic = 25.3kg CO ₂ eq

2 Material and methods

Online survey of 23 questions divided into 7 categories. Most relevant questions were made mandatory to be sure the data could be analyzed.

Respondents were divided into age categories. Survey fatigue avoided by limiting open ended questions, proposing predefined answers instead while always keeping an "other" category. 1-6 and 1-10 Likert scales.

Survey was disseminated through social media and relatives and shared again by the respondents. Descriptive and inferential statistics were conducted using MS Excel and IBM SPSS v27.

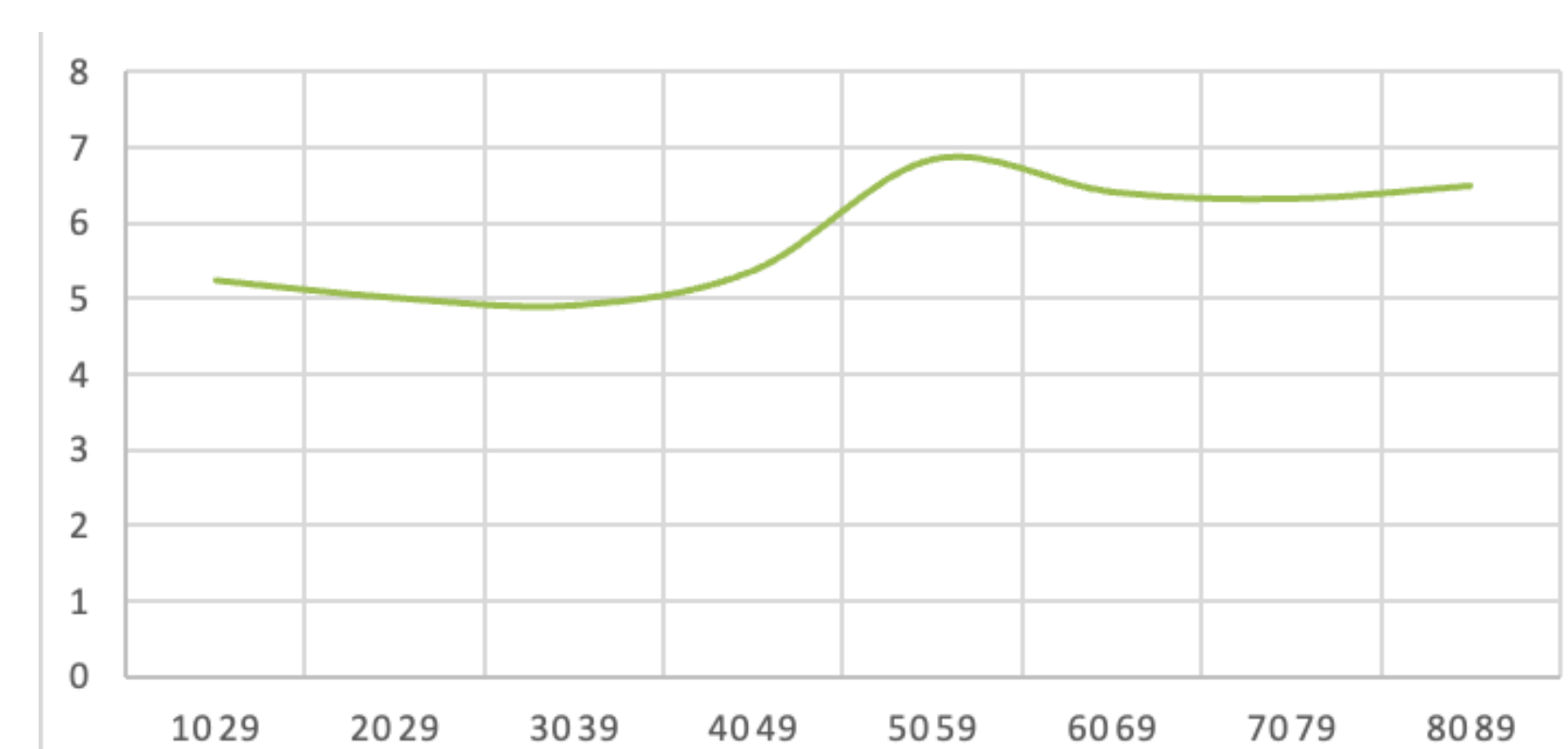
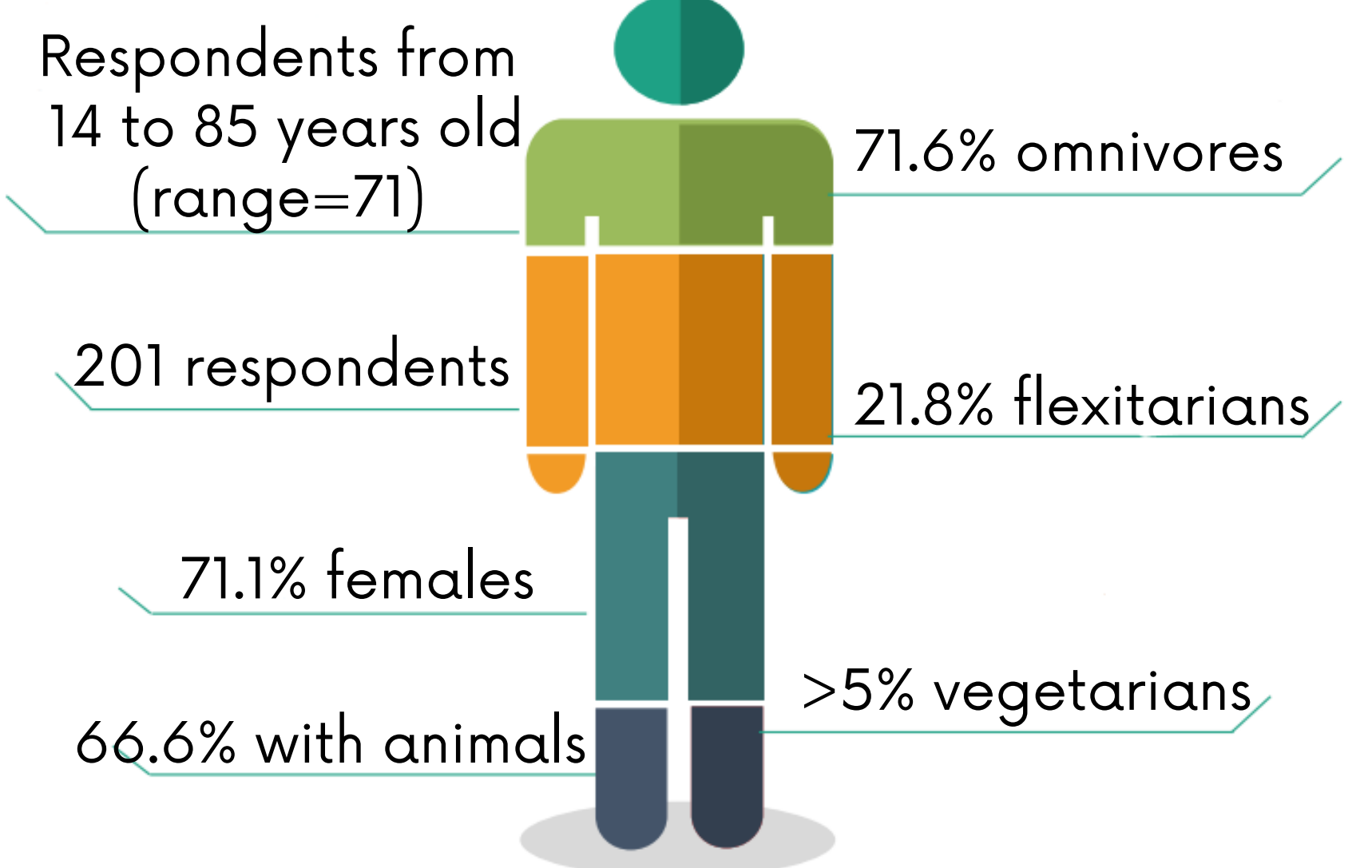
4 Conclusion

Age may influence consuming behavior of products of animal origin, although results were not statistically significant.

Intensive production and animal welfare are omnipresent in media, which differs from older generations : way to inform was different. Young generations care about animals treatment, and are concerned about sustainability of their consumption, which may affect future ones.

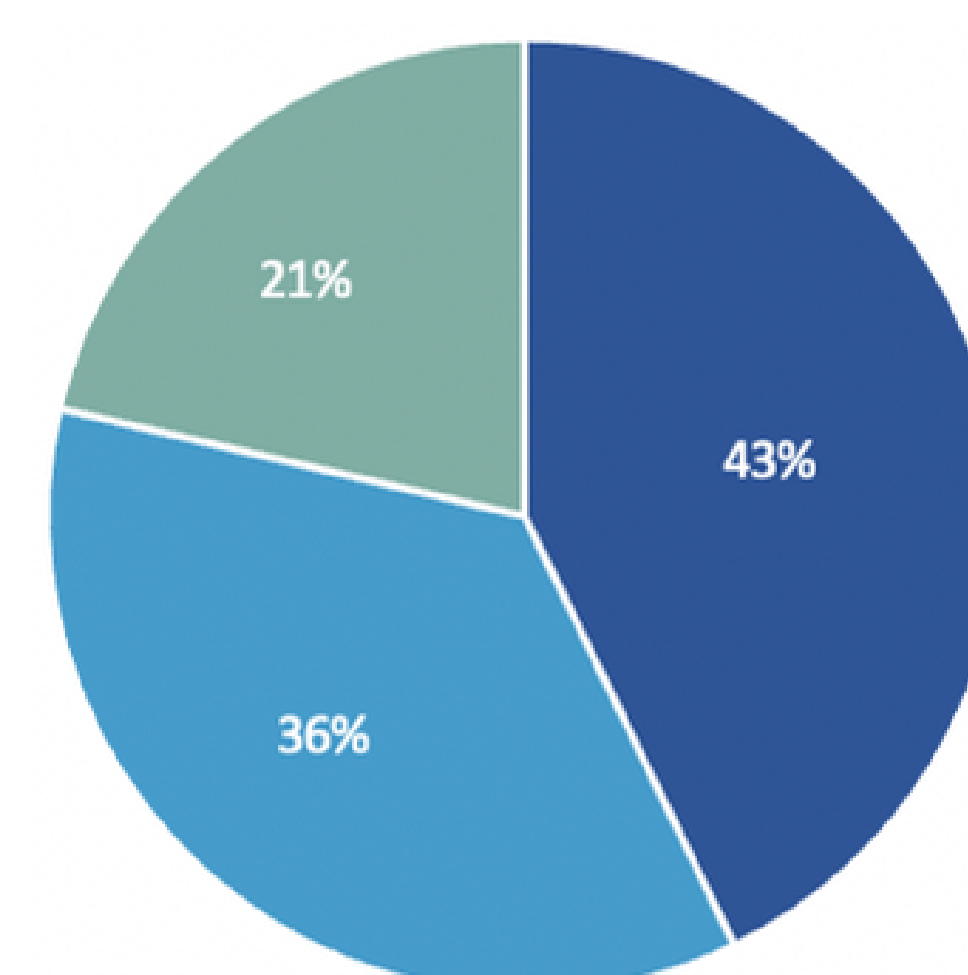
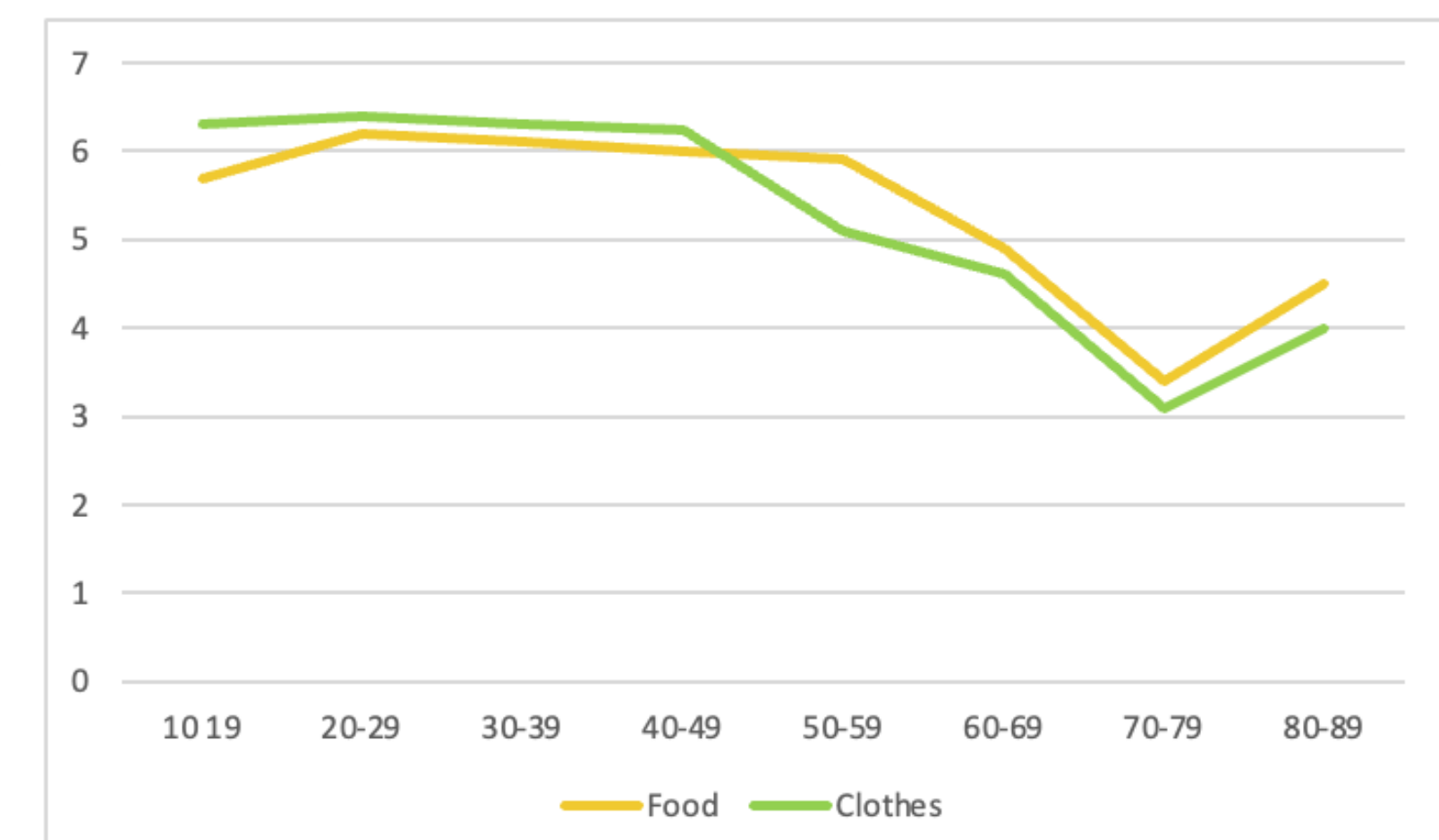
Targeted strategies adapted to each age category could slowly encourage people to consume reasonably by interventions at different consumer groups, and test the reduction effectiveness.

3 Results

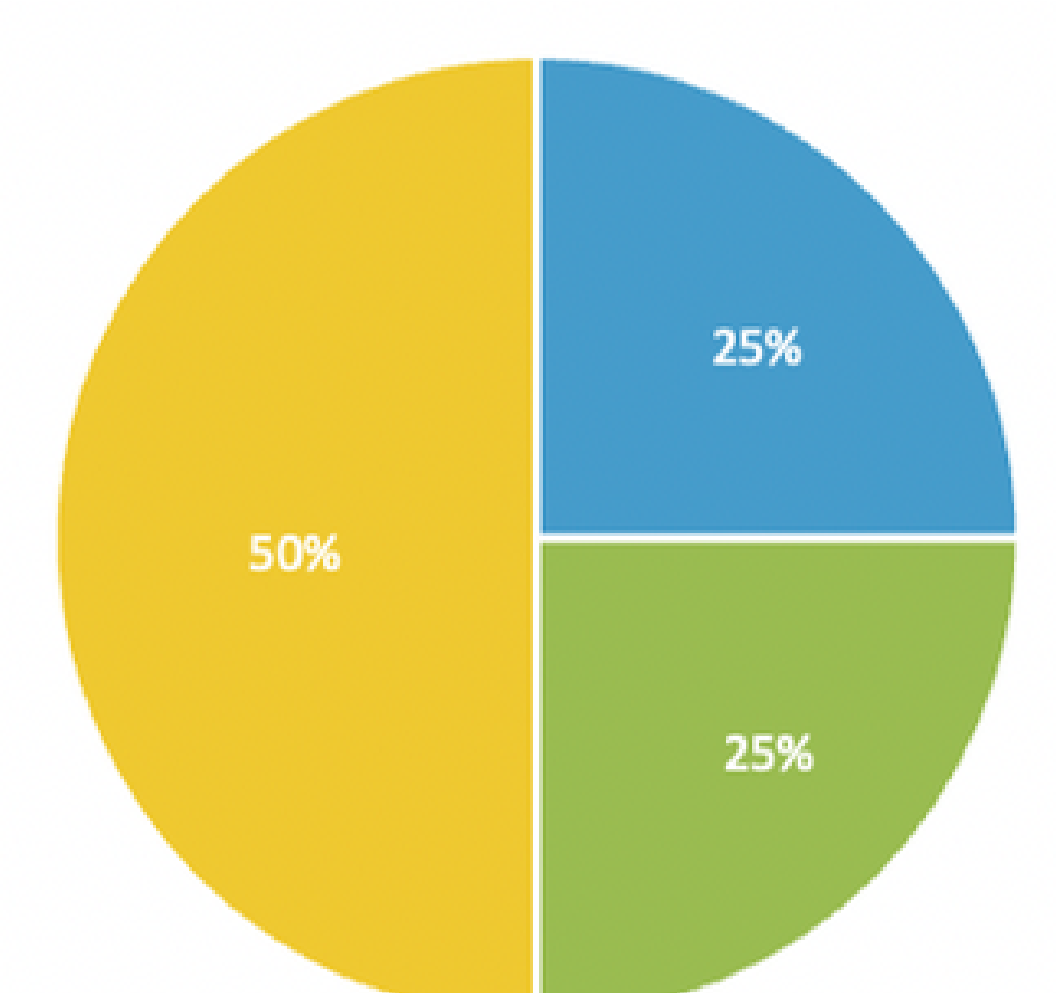


Readiness to change the consumption of food and clothes from animal origin according to the age

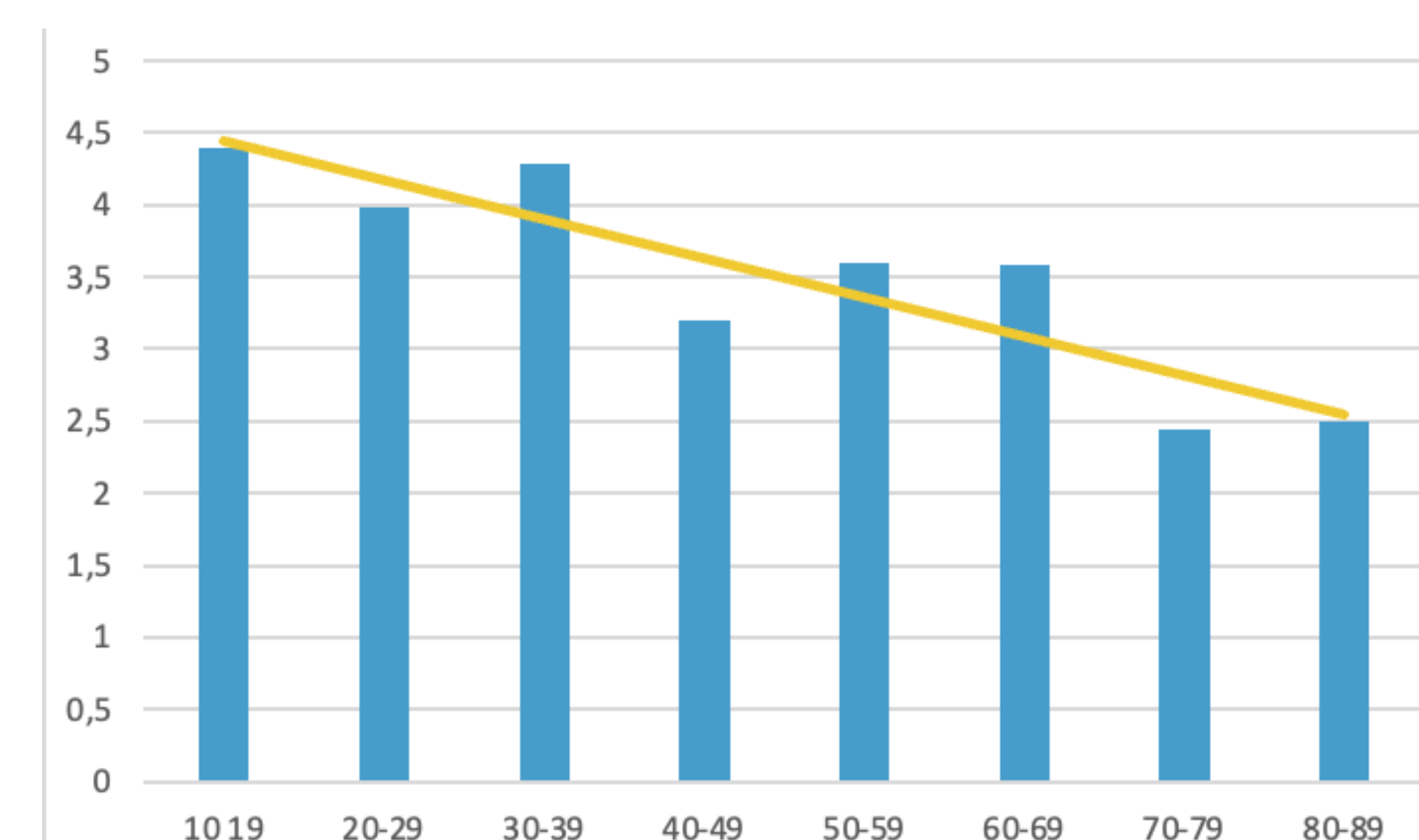
Significative difference in readiness to change consumption of clothes according to age (p = 0.017)



Main reasons for changing their way of consuming animal origin food of the 10 to 19 age category



Main reasons for changing their way of consuming animal origin food of the 70 to 79 age category



Presence of media in the daily life according to the age

Significative difference in presence of media according to age (p = 0.01)

References

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