

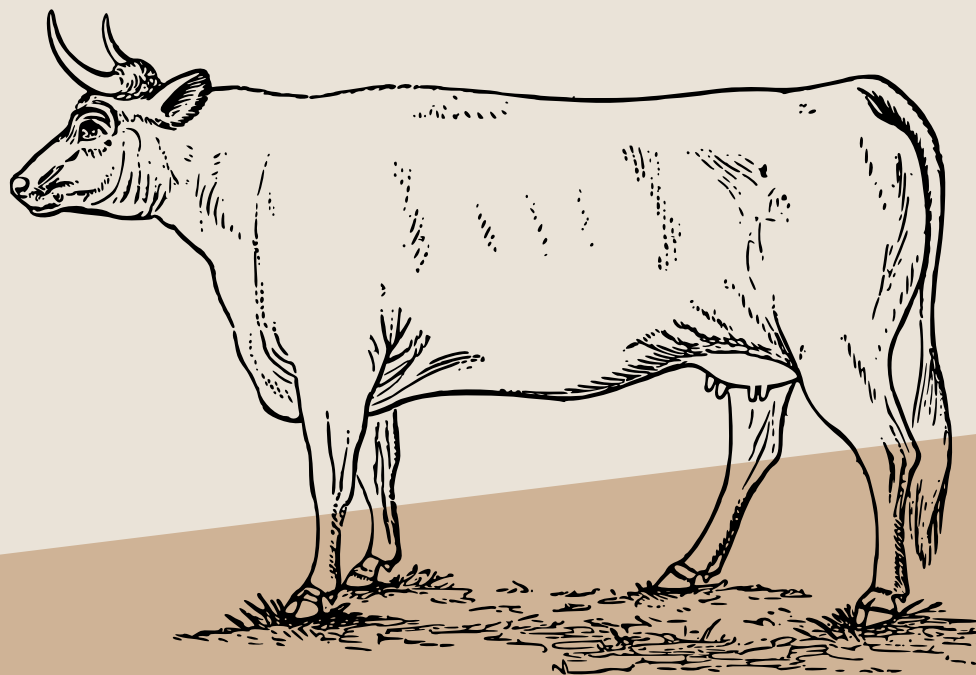
# Meat Consumption & Agricultural Sustainability

Vant 149 V03 Group 17

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Meat consumption as the key factor that impacts the environment in the sustainability way because the more we consume meat, the more serious environmental damage will be caused.



"The circumstances of excessive meat consumption could bring influence on the environment, especially to water, air, and soil"[1]

"It also has the potential to cause human health problems, such as cancer"[2]

The research uses the qualitative method of the Semi-Structured online interview to explore in-depth the attitudes of meat consumers on reducing meat consumption and analyze the individual factors that lead to this attitude of interviewees.

## Research question:

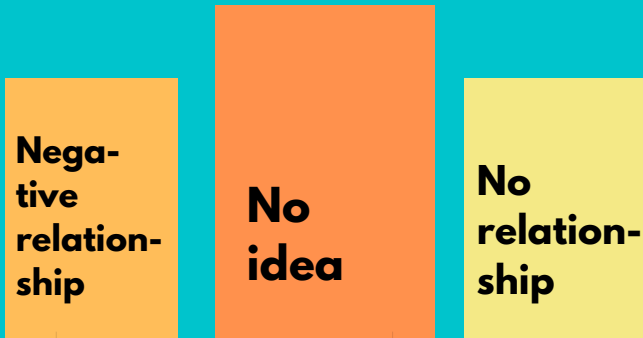
How do omnivores understand the relationship between agricultural sustainability and meat consumption?

## Research results

### 1 Future preferences of meat consumption



### 2 Thoughts on the relationship between the two concepts

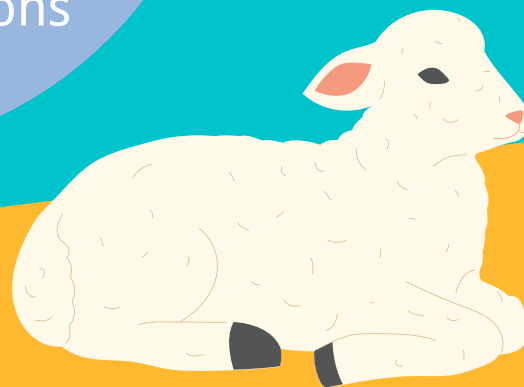
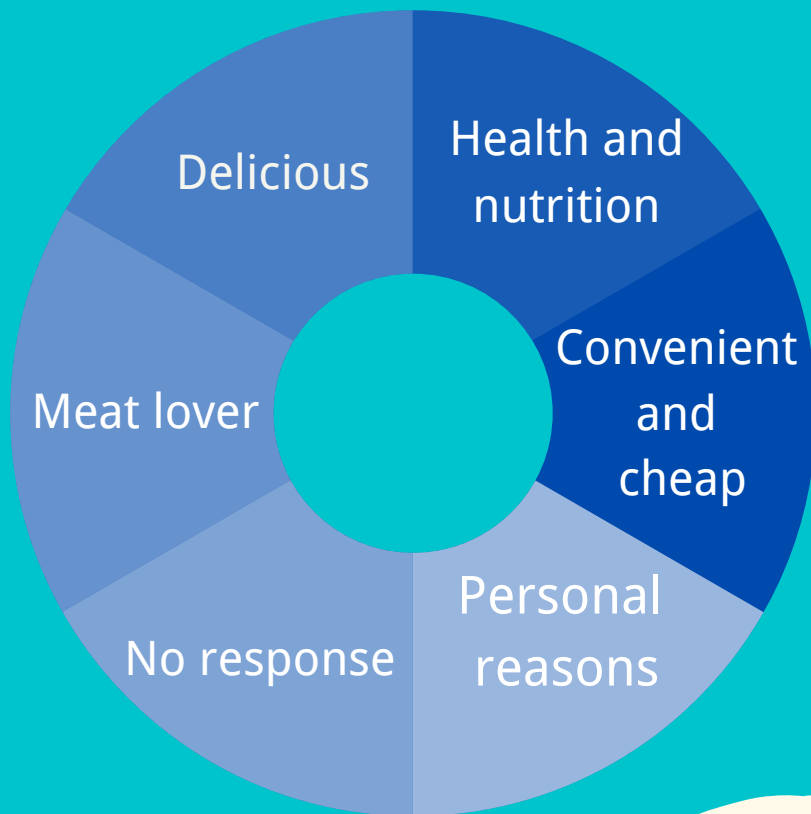


### 3 Thoughts on reducing meat intake



## Introduction of the research

### 4 Reasons to eat red meat



## Summary

More than half of interviewees did not understand the relationship between meat consumption and agricultural sustainability. Agricultural sustainability as a detail branch of sustainability, our participants were kind lack of the knowledge of this aspect. Most participants and those around them cut back on red meat for health and other reasons, instead of environmental protection, suggesting that awareness of agricultural sustainability is not widespread enough.

### Sources

- [1][2]The Sustainability Challenges of Our Meat and Dairy Diets - Stoll-Kleemann, S., & O'Riordan, T. (2015) <http://tinyurl.com/yacnyn8j>
- Canva - Online Design Made Easy Canva - [www.canva.com](http://www.canva.com)

