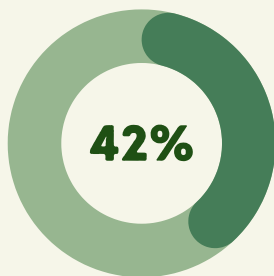


PERCEPTIONS ON PROTEIN AND THE ENVIRONMENT



IMPACT OF INDIVIDUAL FOOD CHOICES

Just over 4 in 10 Americans believe that their individual choices about food and beverage purchases can have a moderate or significant impact on the environment



In particular, those who grocery shop online at least once a month were **more likely** to believe that their individual choices have a moderate or significant impact on the environment

(56%, vs. 30% of those who never grocery shop online)

WHICH PROTEINS ARE PERCEIVED AS HAVING THE GREATEST NEGATIVE IMPACT ON THE ENVIRONMENT?

Of those who believe that their individual food choices impact the environment:



42% rank meat and poultry as one of the foods with the greatest negative impact



*Did you know that many ranchers and farmers are changing the way they raise animals to help reduce livestock emissions through techniques like regenerative agriculture?**



27%

rank **seafood** as one of the foods with the greatest negative impact



25%

rank **dairy** as one of the foods with the greatest negative impact

PLANT-BASED PROTEINS ARE VIEWED AS HAVING A GENTLER IMPACT ON THE ENVIRONMENT

ONLY 13% rank **plant-based meat alternatives** as one of the foods with the greatest negative impact, and the same number of people said this about **plant-based dairy alternatives**



*Did you know that when land use and greenhouse gas emissions are calculated to factor in amino acid content and nutrient density, the environmental footprint of animal foods becomes more similar to that of plant foods?**



***WANT TO LEARN MORE ABOUT PLANT-BASED MEAT ALTERNATIVES? CHECK OUT OUR FACT SHEET [HERE](#).**