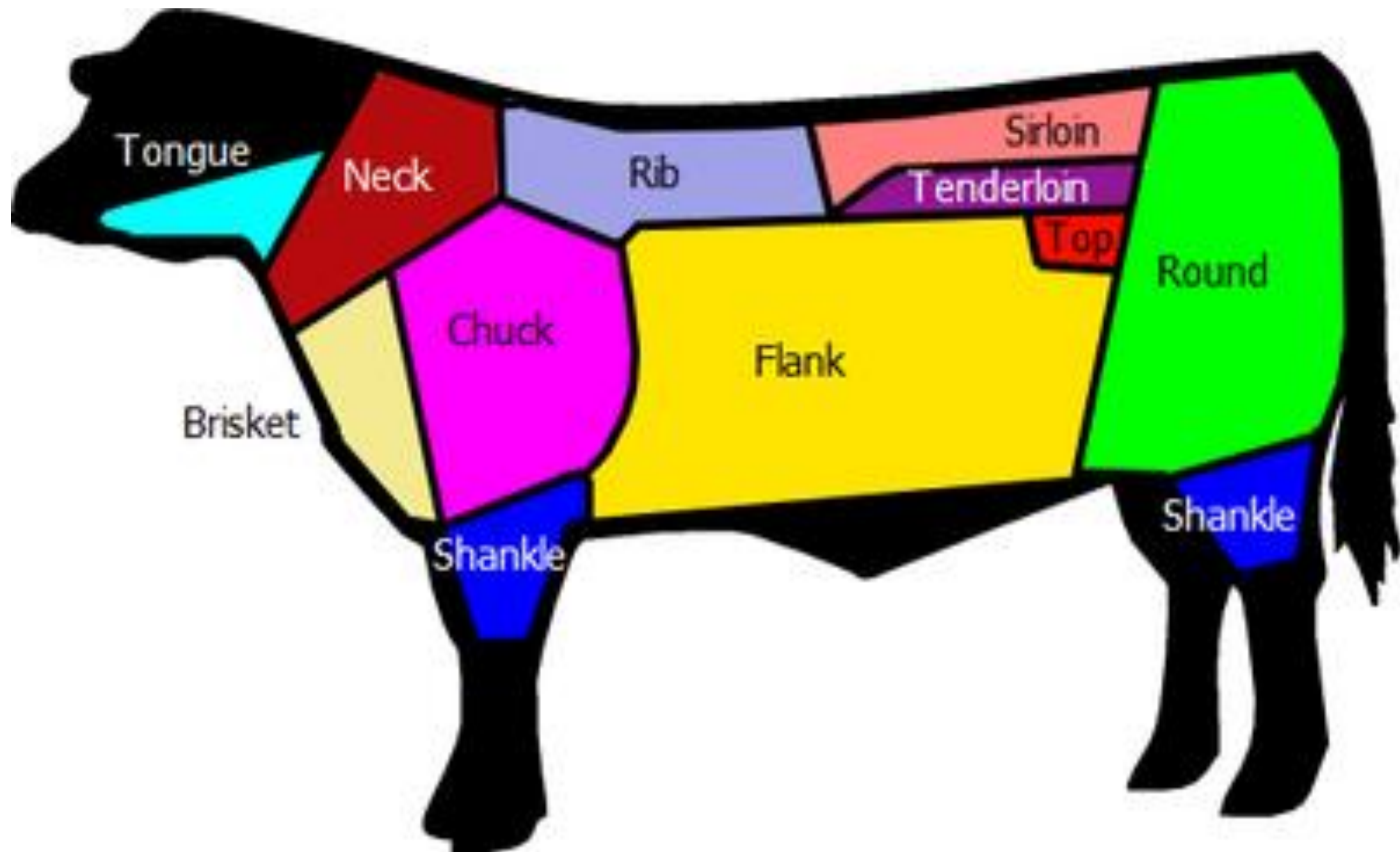


The politics of meat consumption and climate change

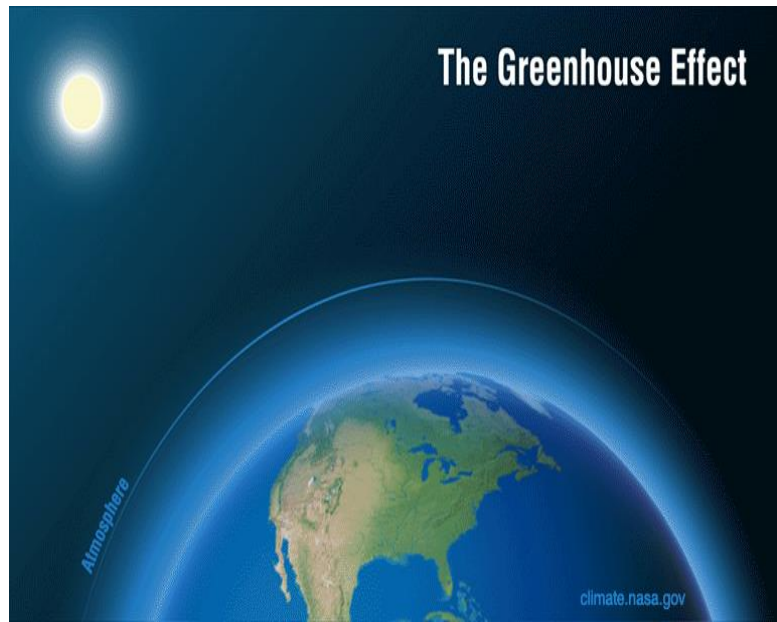
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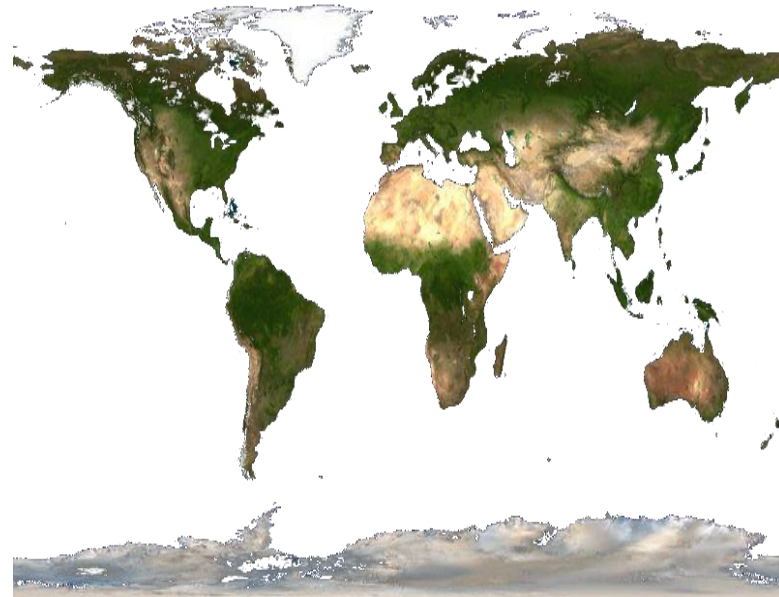
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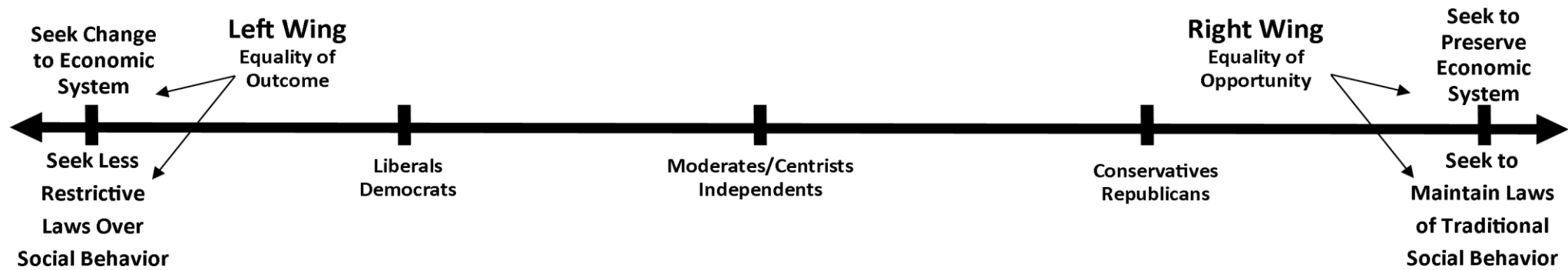


18%



30%





What did we do

486 US Mturk participants



- Ideological belief (RWA/SDO, Duckitt et al, 2011)
- Red meat attitude (based on Choma et al., 2016 work)
- Attitudes towards red meat consumption (Hayley et al, 2015)
- Impact of agriculture on the environment (Boston et al., 2011)
- Distrust in authorities (Modified version of Krause et al., 2013).
- Willingness to pay more for red meat
- Willingness to reduce red meat consumption
- Age, gender, ethnicity, income, education, urban/rural, and political affiliation, frequency of meat consumption, climate change scepticism, knowledge about meat impact, identification as a meat eater.

What did we find?

Greater knowledge

- less favourable red meat attitudes
- belief that meat production negatively impacts the environment
- greater willingness to reduce consumption

What did we find?

Higher RWA predicted:

- favourable red meat attitudes
- opposition to reducing red meat consumption
- disbelief about the impact of red meat
- Trust industry/trade agencies

Higher SDO predicted:

- reduced willingness to pay more for beef or reduce consumption
- Higher distrust of environmental agencies, consumer protection agencies, and universities/colleges

What did we find?

Climate change scepticism:

- opposition to reducing meat consumption
- disbelief that agriculture is implicated in climate change
- unwillingness to pay or reduce red meat consumption
- Greater distrust of environmental agencies, universities, and government.