



# Plan-Eat Report

MEATLESS  
FARM®  
~ LOVINGLY MADE FROM PLANTS ~

## Foreword. Morten Toft Bech, Founder, Meatless Farm



When I started Meatless Farm, I wanted to create a company that didn't just do good for the consumer, it should also do good for our environment. The more I realised the impact of my own diet, the more driven I was to develop and redevelop the recipes for our plant-based products to ensure they are the best they can be. I lose track of how many recipes we've created but one thing that has stayed constant is our focus on delivering sustainable, tasty plant-based meat.

It's been over four years since we started, and if I reflect back on the journey I'm so proud of what we've achieved, not just at Meatless Farm but as a wider plant-based movement. However, have we done enough? The simple answer is no. We are just at the very beginning.

There must be significant changes in how we value food, our food system and accelerated focus on rebuilding the biodiversity that supports it. In our lifetime we have seen the internet transform the information economy and social media shift the power of politics. The next frontier for the new world economy is engineering a new food system built on plant-based food technology. Changing the way we grow, make and consume food is the most important action we can take against climate change and to deliver food fairness. However, this report highlights a worrying trend; many simply feel sustainable living is out of reach, despite families having an overwhelming desire to make positive change.

**“Our challenge is to make sustainable change sustainable”**

Living and eating sustainably and healthily must not become a privilege and our Future of Food initiative is an important step in starting the conversation to improve access to sustainable living and the future of food.

***“Through our work in schools nationwide, we know children and young people have demonstrated a clear ambition to improve their impact on this planet. It's high time we addressed the growing gap between this and how easy we're making it for families across the country”.***

Nathan Atkinson, Director of Rethink Food

## The Sustainability Gap



Being concerned about sustainability is mainstream: climate change has escalated up the news agenda, green issues are widely reported on by the media and TV documentaries about environmental deterioration gain some of the largest audiences.

As a result, most adults want to make a positive difference to the planet and children want their family to do more to help the environment. In response, governments are taking action and making commitments but the balance of this action is weighted too much towards incremental changes and companies know making claims about green credentials will help them appeal to consumers.

However, this isn't translating into meaningful action: most people still feel sustainable living is unachievable due to cost, accessibility, information and transparency – we call this the “Sustainability Gap”. If global environmental targets are to be reached we need to close this gap, by radically improving access to sustainable living.

Meatless Farm believes that starts with education, alongside the development of cost effective and simple solutions, starting with helping to educate five million children about sustainable eating by 2023.



**86% of children want their family to do more to help the environment**



**78% of parents want to make a positive difference to the planet**



**Over a third (33%) of British families believe sustainable living is unachievable**

## What's Standing in the Way?

We've identified the top 5 barriers to people living more sustainably:

### 1. Cost



66% of British families believe living and eating sustainably is expensive

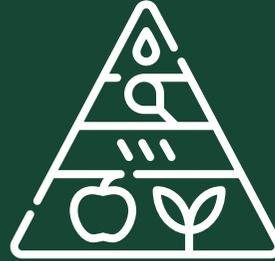
### 2. Lack of education

25%

a quarter of British families don't believe that the things we can do can really make a positive environmental difference on our planet

Additionally a quarter of British families believe environmental concerns and sustainable eating are fads / fake news

### 3. Transparency



69% of British families would like products to be clearly labelled with what their environmental impact is

### 4. Confusion



58% agree there is so much conflicting information on how to live sustainably, "It is difficult to know where to start"

### 5. Feeling the pressure

40%

of British families say they've got more important things to be worrying about than eating or living sustainably

49%

think there are too many pressures with the food shop now to be additive free, plastic-free, sustainable, organic etc. and they don't know what's best for their family

**Almost half of British children are worried about the future and the environment.**

**The research shows an even deeper connection to sustainability amongst children, when compared to their parents.**

**The environment ranks higher on their list of concerns and most highly with 16 year olds.**



# Growing a Plant-based Generation

## 1. Education

Education is the foundation on which awareness and action will be built. We therefore firmly believe that this should start at primary school age and continue as a core part of secondary education. This is a key aspect of the UN's Sustainable Development Goals as part of the path to reducing and preventing climate change and other environmental destruction. Over a third of children surveyed said they'd like to know more about how they can help the planet. Just over half (56%) of children said they're learning about sustainability and the environment at school – we want to see that reach at least 80% in the next year, with 100% of children being given at least a basic understanding of how to eat sustainably.

**"Education plays a really critical role in turning the dial on our approach to sustainability. At Rethink Food our mission is to educate and empower people to live food secure lives by changing the way we think about it. We're placing food at the heart of the United Nations Sustainable Development Goals and are working towards both healthier people and a healthier planet!"**

Nathan Atkinson, Director of Rethink Food



Currently, it is not mandatory to teach sustainability in schools with coverage often limited to aspects of science, geography and PSHCE and it is at the discretion of individual schools how and if they cover sustainability as part of their curriculum.

Almost half (43%) of children say they're getting their environmental information from social media. This opportunity to engage children directly on sustainability is huge and businesses, institutes and governments should look to take a more holistic approach when it comes to their channels and use these platforms for the greater good as much as they can.

# Growing a Plant-based Generation

## 2. Carbon Fork Print

There's an urgent need to increase awareness of a broader range of sustainability tools - while many people are aware of the need to recycle and the benefits of an electric car over petrol or diesel, fewer will be aware of the role food plays in sustainability as the connection between how we shop and our impact on the planet remains a fragmented one. A core way to address this is with greater awareness of personal 'carbon budgets' and how we travel, shop, eat and run our homes fit within that, enabling families and individuals to make informed decisions about their overall impact. Over two thirds (69%) of British families would like products to be clearly labelled with what their environmental impact is so we're calling for all food businesses to have an environmental labelling system on packaging by 2023.



## 3. Accessibility and Availability

Consumers need easy access to products which will help them live sustainably. This means that governments need to support the development of products and new technology through initiatives such as innovation incubator schemes and tax relief for green businesses.

Cost is identified as the major barrier to people believing they can't achieve a more positive impact on this planet. Living more sustainably shouldn't be a privileged choice and we need to drastically improve the cost of greener lifestyle choices. Meatless Farm's pricing strategy is comparable with meat and we encourage the manufacturers of other sustainable alternative products to also work towards price parity with their less-sustainable counterparts.

Finally, we call on retailers and distributors to ensure customers are able to easily buy sustainable alternative products and have clearly marked choices. This means meat-alternative products alongside meat products or incentives schemes for purchasing planet friendly goods. Or even low carbon aisles in supermarkets.

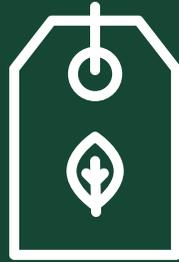
## Plan-Eat Big 4 Commitments – 2023

### 1. Education



Educate 5 million children aged 4-16 globally about sustainable eating by 2023. We'll have resources available online and be activating educational sessions and assets in schools across our key markets.

### 2. Labelling



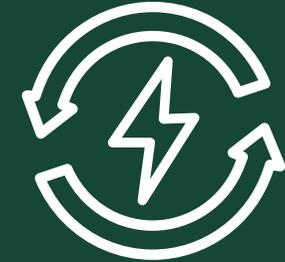
All of our products will be labelled with their environmental impact and we would pay a food industry levy to have the standard be made universal.

### 3. Packaging



Have a clear strategy in place on how to change our packaging from being not only recyclable but also compostable. We need to work together to understand how to make all food packaging 100% recyclable and recycled by 2023. Packaging is an industry wide challenge and needs significant investment from the businesses who can afford to do so.

### 4. People



We will offset the carbon footprint of our team, not just when they're at work but when they're at home too.

FUTURE  
OF FOOD

Thank  
You

MEATLESS  
FARM  
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