



WHAT CAUSES OUR CHOICES

EXTERNAL

accessibility, availability and affordability — what products are available where you live, and whether we can afford them...

INTERNAL

motivations, our preferences and needs, which are in turn determined by many influences

Commercial communication What others around us do

90 % to 95 % of the choices we make in a store are determined by impulse, emotions and habit

We mainly buy what we know

ONLY A SMALL PERCENTAGE OF OUR PURCHASES ARE MADE BASED ON A COGNITIVE DECISION.





EVERYDAY ACTIONS OF INDIVIDUALS 'PRACTICES'

LESS RACIAL OR GENDER DISCRIMINATION



REINFORCE
EXISTING NORMS

OR

CREATE DISSENSUS &
TRANSFORMATIVE CHANGE

'SOCIAL STRUCTURES' RULES OR NORMS

LESS ACCEPTABLE RACIAL OR
GENDER DISCRIMINATION BECOMES



One week's food of a family in the United Kingdom

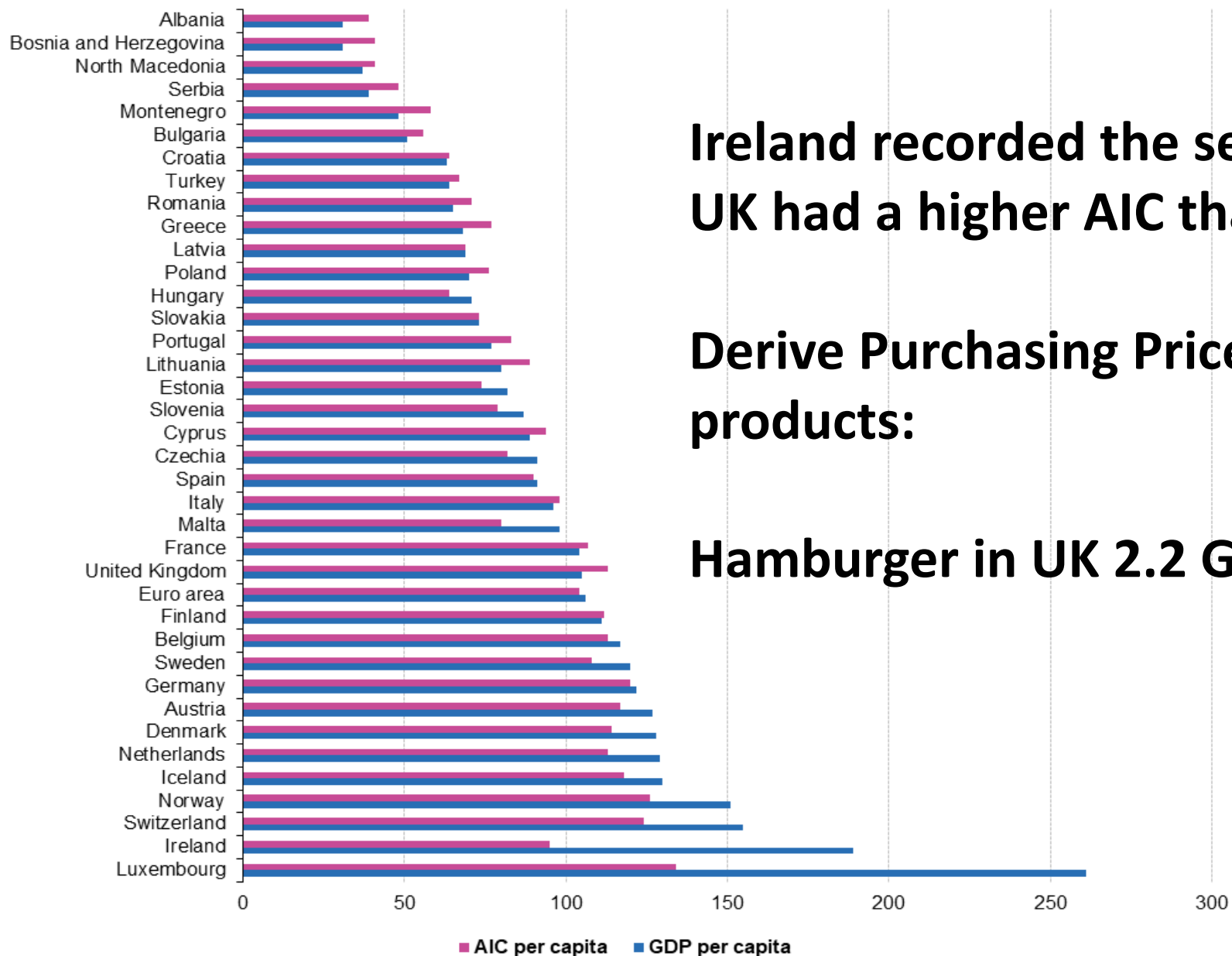


Source: *Hungry Planet: What The World Eats*, by Peter Menzel and Faith D'Aluisio

ALTERNATIVES and CHOICES



ACTUAL INDIVIDUAL CONSUMPTION AND GDP

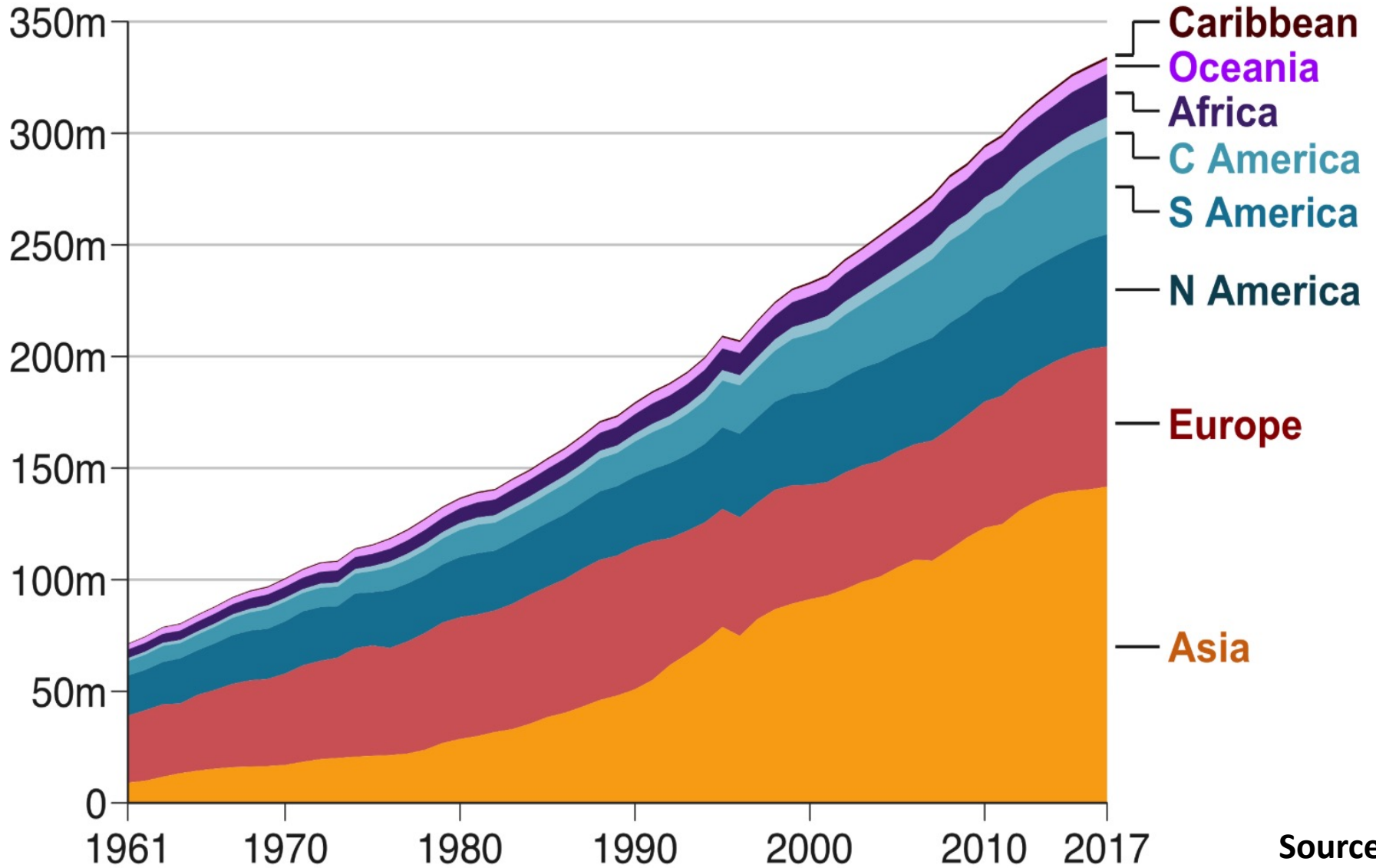


Ireland recorded the second highest GDP
UK had a higher AIC than GDP

Derive Purchasing Price Parities to compare products:

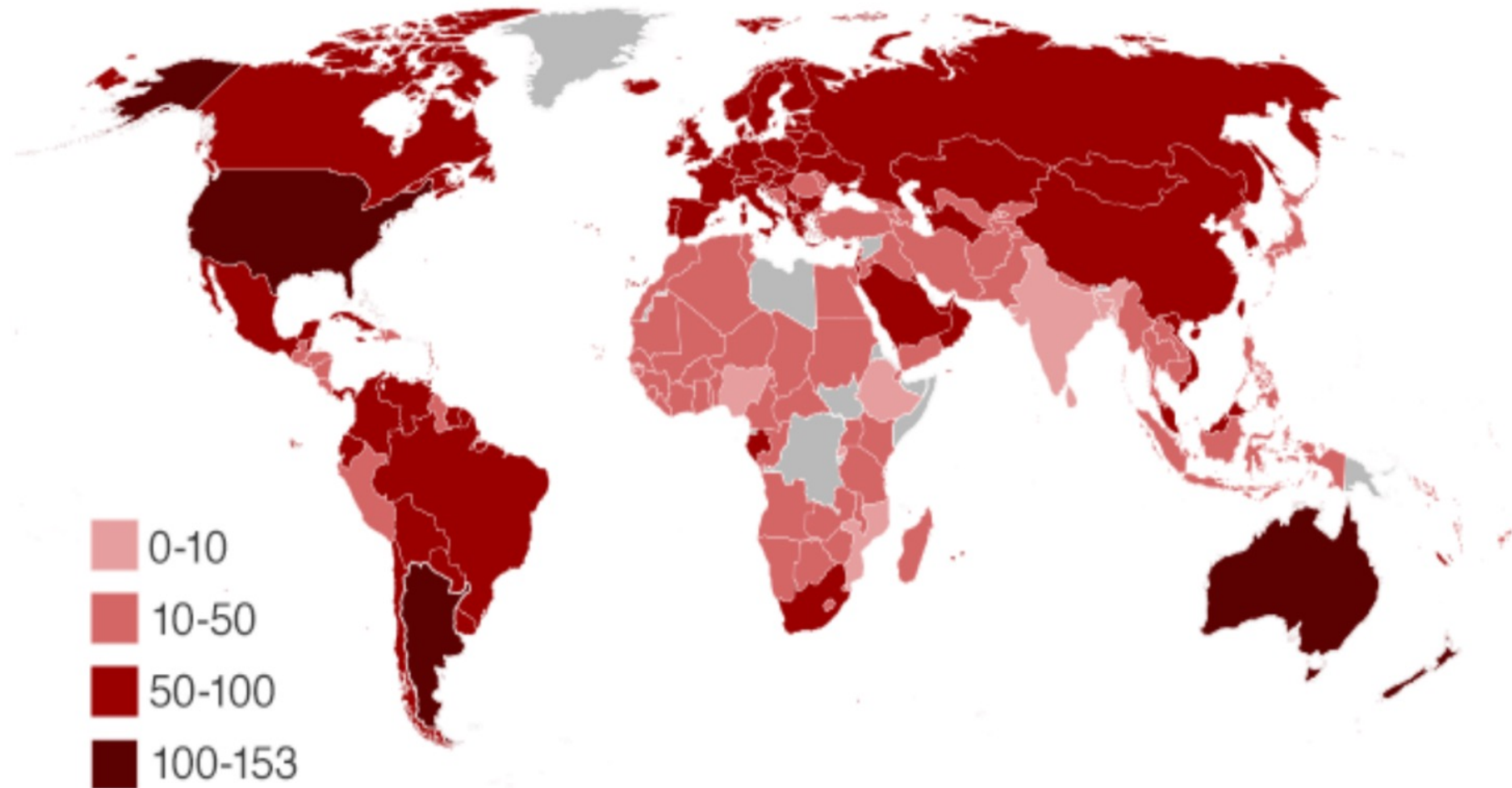
Hamburger in UK 2.2 GBP; France 2.84 Euros

Meat production by region (m metric tonnes)



Source FAO 2019

Meat consumption per capita (kg)



Source FAO 2019

Changing patterns of meat consumption

USA per capita consumption

1960 20 kg – 2014 43kg

2014 Red meat 51%, Poultry 42% (up from 25% in the 1970s), Fish 7%

India

threefold increase in GDP but no increase in meat consumption; not because of vegetarianism because 2/3 of the population eat meat.

UK consumption

Shift in 2019 to plant-based foods,

Savings of 6.7b GBP

1/3 claim to have stopped eating meat; 2/3 eating less meat

FLEXITARIANISM IS THE MOST COMMON DIET TODAY

HOW CHOICES ARE CHANGING

POLICIES – communications about products

ON LINE SHOPPING

We can now order more or less whatever is available on the global market, and expect it to be delivered to us. These developments have naturally changed consumer behaviour.

TECHNOLOGICAL DEVELOPMENTS

SAVINGS

There is less self-regulation



UNDERSTANDING YOUR CHOICES

Serving Sizes.....

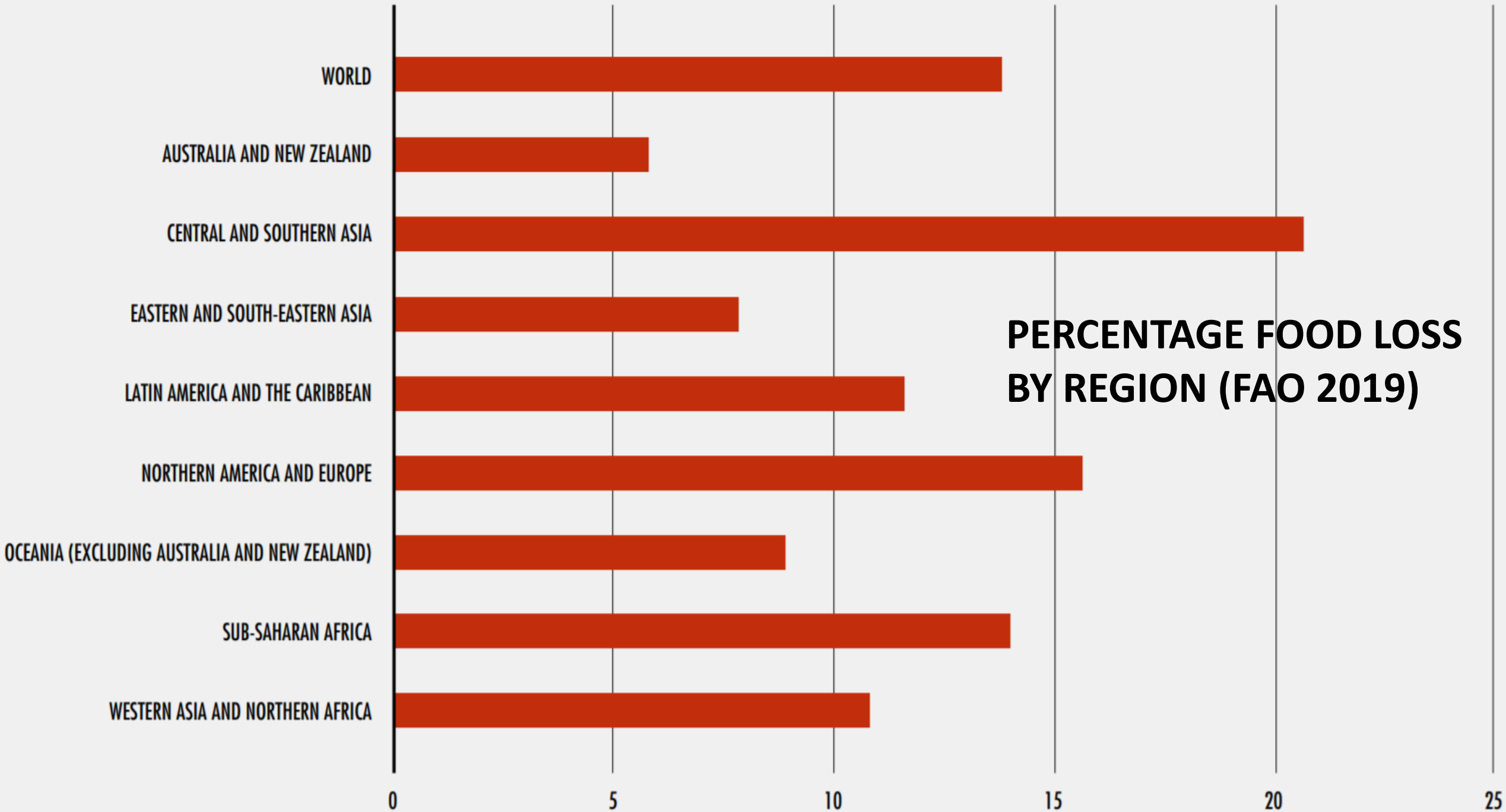


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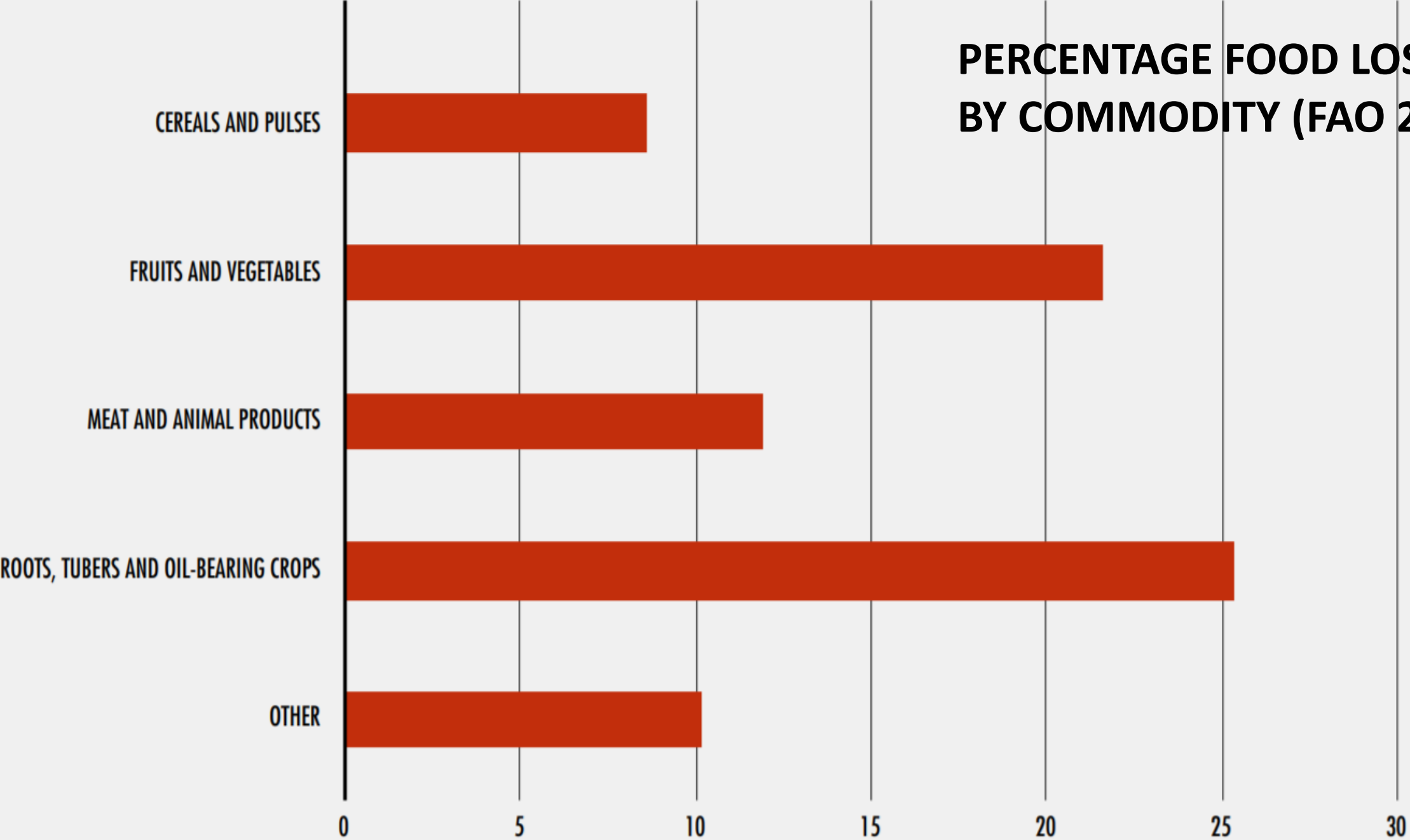


2012

PERCENTAGE FOOD LOSS BY REGION (FAO 2019)



PERCENTAGE FOOD LOSS BY COMMODITY (FAO 2019)



KNOWING THE CONSEQUENCES OF YOUR CHOICES



SUSTAINABLE FASHION

OUR FUTURE CAN **ONLY TRUST** SUSTAINABLE FASHION

TRUSTED CLOTHES

