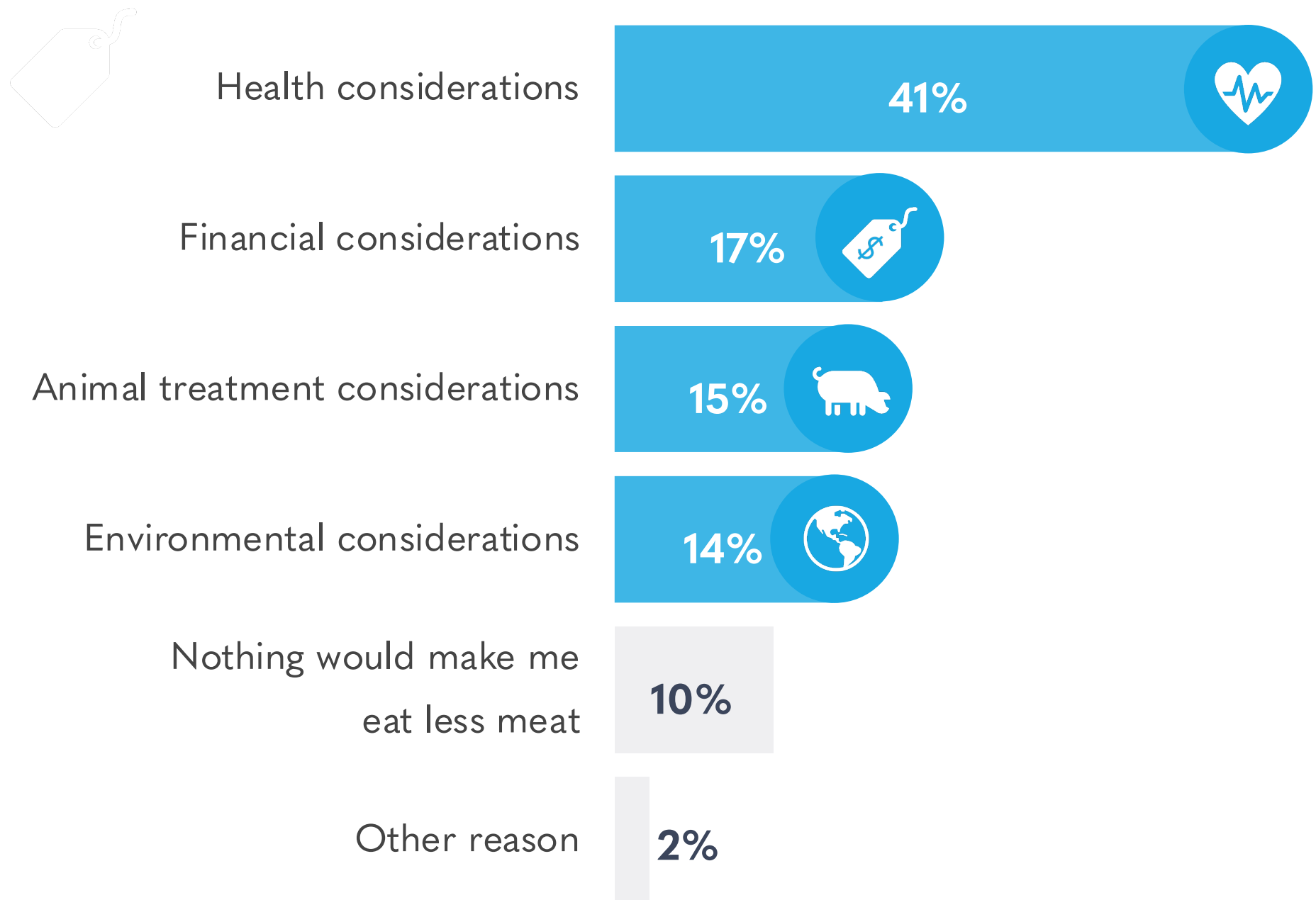


Appealing to Health: The Most Effective Way to Encourage People to Eat Less Meat



Reasons for Reducing Meat Consumption, Average of 31 Markets
(%), 2024

Source: GlobeScan-EAT *Grains of Truth* report (survey of 30,216 people in the general public in July – August 2024)