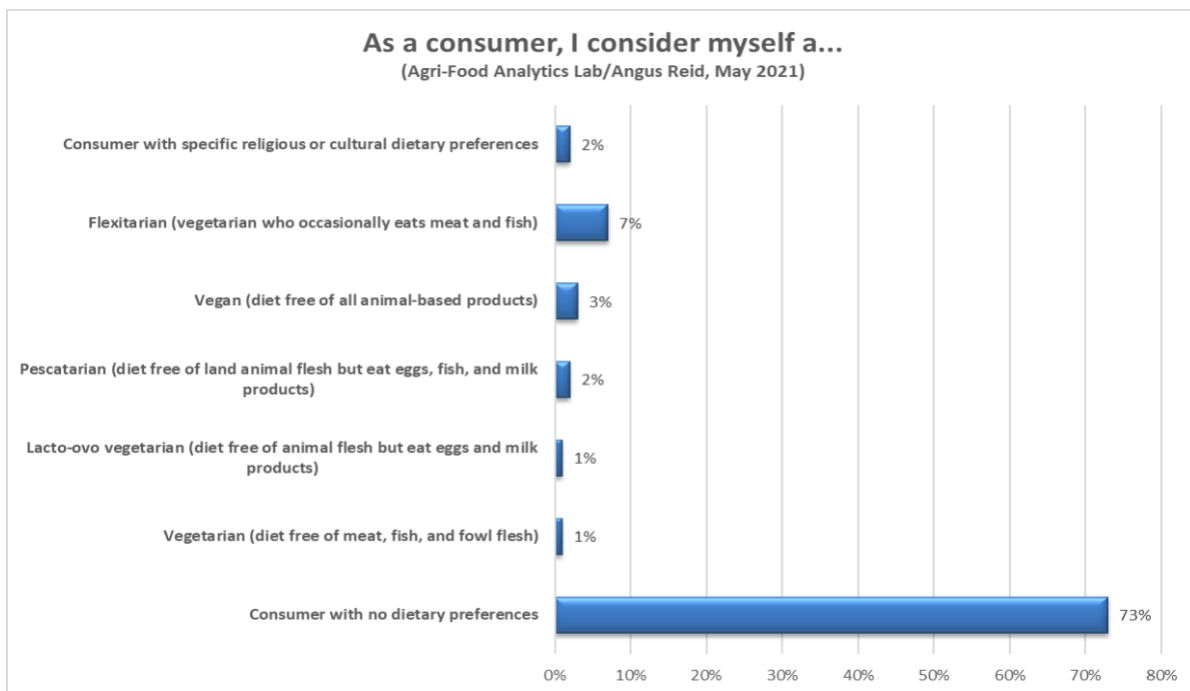


New survey suggests one Canadian in four thought about cutting beef from their diets in the last 12 months

HALIFAX, NS. (May 13, 2021) – The **Agri-Food Analytics Lab** at **Dalhousie University**, in partnership with **Angus Reid**, is releasing a new report on the state of beef consumption in Canada. Considering the news that websites like Epicurious and some restaurants are going vegan, this survey aims to measure how committed Canadians still are to beef consumption in general.

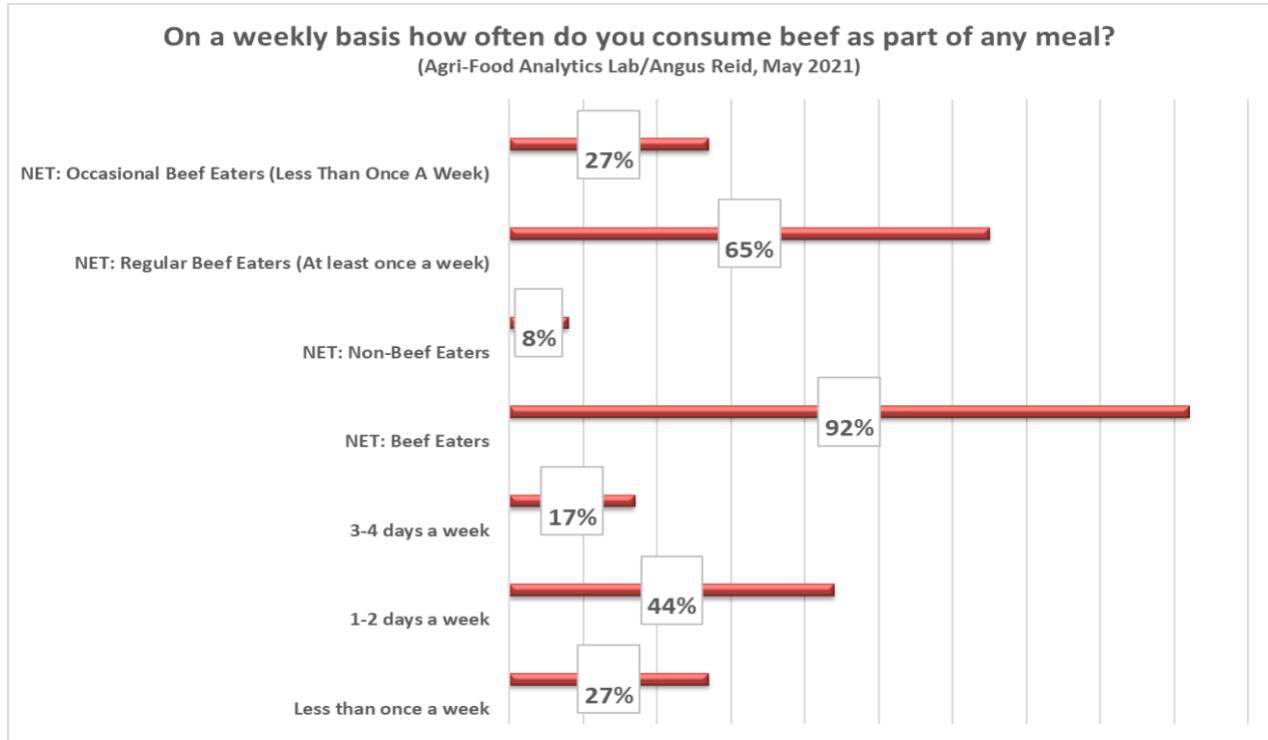
Majority of Canadians still strongly committed to beef

We first asked how Canadians saw themselves pertaining to meat consumption in general. Dietary preferences have not changed significantly over the last 12 months. The percentage of Canadians with no dietary preferences remains at 73%, which is within the margin of error of surveys conducted over the last two years. The flexitarian rate remains at around 7% in the country. At around 3%, Canada’s veganism rate has remained at about the same level over the last 12 months. Overall, we believe Canada is home to about 600,000 vegans.



We also asked Canadians how often they eat beef in a week. A total of 92% of Canadians are beef eaters. Only 8% of Canadians do not eat beef at all. A total of 65% of Canadians consider themselves to be regular beef eaters: eating beef at least once a week. The highest rate of beef eaters is in Alberta at 73%. The lowest rate is in British Columbia, at 58%. Women are less likely to be regular beef eaters

(59%) than men (72%). Canadians with university degrees are less likely to be meat eaters (59%), than Canadians with a high school diploma as their highest level of education (70%).



Beef remains an important staple in Canadians’ diets. When asked why they enjoy eating beef, respondents cited taste as the most common reason. While a total of 69% of Canadians eat beef for its taste, 12% of respondents do so because of lifestyle and social status. A total of 10% of Canadians eat beef for health reasons.

More factors are motivating Canadians to eat beef regularly. A total of 55% of regular beef eaters see the product as a great source of protein. A total of 42% see beef as a central part of family and culinary traditions in their circle of friends and family. Finally, a total of 12% of regular beef eaters do not see vegetable protein alternatives as a good choice for themselves.

Concerns about beef consumption growing

When asked if they have thought about cutting beef from their diets in the last 12 months, 25% of Canadians have thought about it, with the highest rate being in British Columbia at 28%. However, among Canadians under the age of 35, the number was higher: 31% have thought about cutting beef from their diets in the last 12 months. The reasons some Canadians are thinking about cutting out beef will vary. Also, 47% of Canadians believe the number of people cutting beef from their diets will increase in years to come. Furthermore, 44% of Canadians believe it is desirable to see more people reducing their consumption of beef over time.

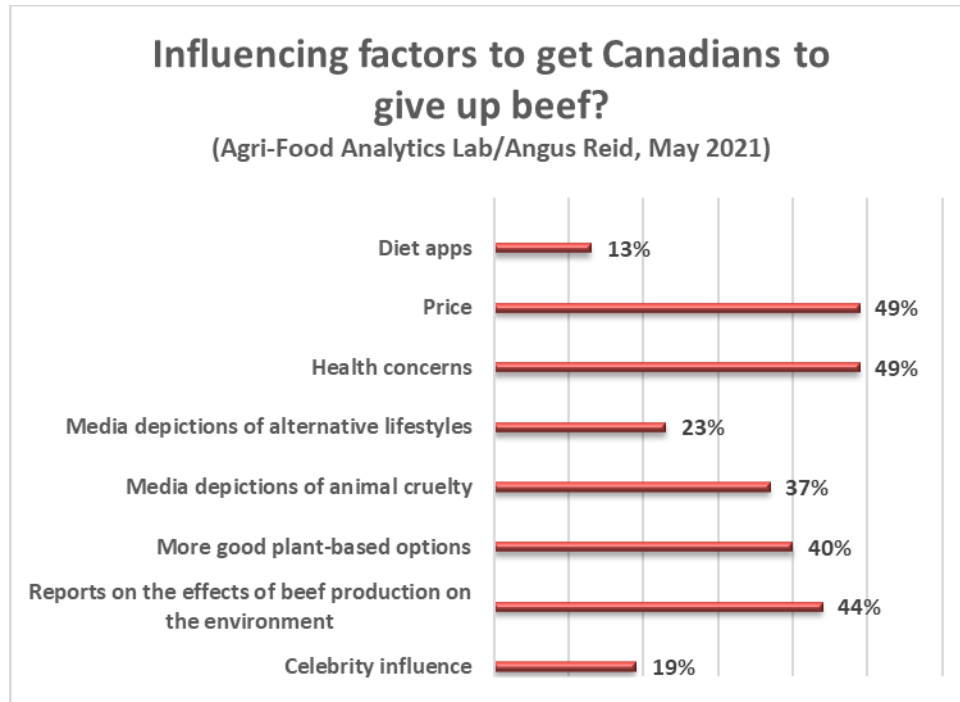
The top reason cited is health. Of Canadians who have thought about cutting beef from their diets, 53% believe it would be good for their health. While 46% considered cutting out beef for the environment, 32% are concerned about animal welfare and cruelty. Quebec is where most people who are thinking about cutting out beef are concerned about the environment (54%). For those under the age of 35, a total of 66% of consumers who are thinking about cutting out beef are concerned about the environment. Ontario is the one province where most people thinking about cutting out beef are concerned about animal welfare (37%). Price is an issue for 31% of Canadians thinking about cutting beef from their diets.

For Canadians earning less than \$50k a year who have thought about cutting out beef, 45% of them see price as an issue. For Canadians earning more than \$100k who are thinking about cutting out beef, 25% see price as an issue.

Reasons why Canadians are considering cutting beef from their diet (Agri-Food Analytics Lab/Angus Reid, May 2021)	
Eating meat is participating in animal cruelty	32%
I prefer a lifestyle without animal based products	15%
The price of meat is too high	31%
Cutting out animal products is better for overall health	53%
I'm concerned about the environment	46%
I do not like the taste of meat	8%

Canadians were also asked about top influencing factors which would get consumers to cut out beef. Both price (49%) and health concerns (49%) were top choices. Manitobans are most likely to see price as an influencing factor in the future, whereas British Columbians see health concerns as a significant factor which could encourage consumers to cut beef from their diets. Reports on the effects of beef production on the environment also appear to be a top factor to get people to cut out beef. A total of 40% of Canadians also expect vegetable protein options to get better with time and could tempt some

to cut out beef. For those Canadians under the age of 35, a total of 54% expect vegetable protein options to get better over the next few years. Reports on animal cruelty were also seen as a top influencing factor as well.



End of report.

Full report here: <https://www.dal.ca/sites/agri-food.html>

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Methodology: A representative survey of Canadians was conducted in May 2021, in partnership with Angus Reid. 1,503 Canadians participated in this survey.

Margin of Error: +/- 2.9%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

Research Ethics Certificate: No. 2020-5215.

Disclosure: Funding for this survey was provided by **Angus Reid** and **Dalhousie University**.