



# Sprouts

Making plant-based food options more accessible in canteen(s)



## Background:

Heavy **meat consumption** is deeply ingrained in Bavarian society. **Plant-based diets** are inaccessible to many people due to pricing, limited personal knowledge about or interest in alternative food options, and stigma around plant-based diets.

## Project Goal:

Increase **plant-based options** in a rural canteen or restaurant **to 50-70%** for a month, by November/December 2025.

## Current body of Research:

- Nevertheless, consumption levels of **meat** are on average **higher than the recommended** levels of the current Food-Based Dietary Guidelines.<sup>[1]</sup>
- Greater awareness of meat's impact increases willingness to change.<sup>[2]</sup>
- Reducing meat consumption has **environmental**, animal welfare and health **benefits**.<sup>[3]</sup>
- A recent study found that students did not even notice when most meat dishes were eliminated in the cafeteria

## Expert Interviews:

### JRS Food Ingredients



Insights into the industry of meat alternatives and convenience foods

### Studierendenwerk München-Oberbayern



. The food choices of students differ significantly between canteens



### Prof. Dr. Hirschfelder

Example of an intervention with a reduction of meat

## Until now...

- Literature Research
- Expert Interviews
- Visit DGE Congress
- Find & contact canteens

## April

- Define research question
- Continue expert interviews
- Deadline: find canteens
- Seminar Poster

## May

- Coordinate with canteen(s)
- Assess feasibility of implementation

## Next months

- Canteen collaboration (e.g. create a menu plan with more plant-based options)

[1] Does the habitual dietary intake of adults in Bavaria, Germany, match dietary intake recommendations? Results of the 3rd Bavarian Food Consumption Survey (Rohm et al., 2025)

[2] Meat, beyond the plate. Data-driven hypotheses for understanding consumer willingness to adopt a more plant-based diet (Graça et al., 2015)

[3] A reform of value-added taxes on foods can have health, environmental and economic benefits in Europe (Springmann et al., 2025)

