

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



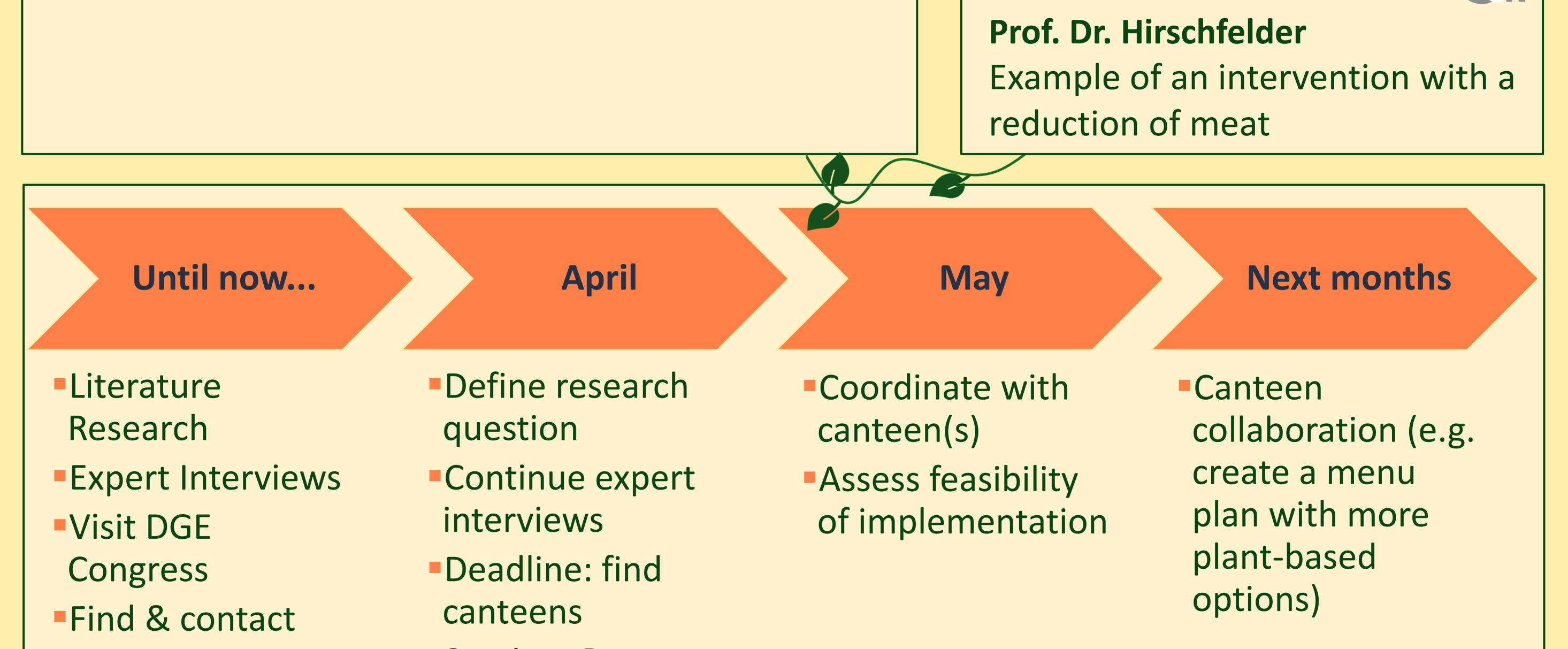
## **Background:**

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 5070% 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



### canteens

## Seminar Poster

[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)

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