



# Sprouts

Encouraging plant-based food options in canteens



## 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.

## Research Question:

How do the meat and vegetarian offers in corporate canteens affect the meat consumption of rural Bavarians?

## Methodology:

### Survey Design:

- Pre- and post-survey
  - Socio-demographic information
  - Questions about frequency of canteen visits, meat consumption, dietary restrictions, etc.
- Discrete choice experiment with hypothetical situation, containing 6-8 choice sets with 4 meal options each
- Meals consist of four simple components:
  - Base (rice, pasta, potatoes, ...)
  - Meat/ Plant-based alternative
  - Greens/ Vegetables
  - Sauce

### Sample:

- Data Collection through an agency
- Target group: people living in Germany that regularly eat in a canteen (e.g. at their workplace)
- Sample size: approximately 1000 participants

## Current Body of Research:

- 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.<sup>[4]</sup>

November '24 -  
April '25

- Literature research
- Expert interviews
- Visit DGE Congress
- Definition Research Question

May - September

- Contacting canteens → unsuccessful
- Switch to Plan B: discrete choice experiment
- Survey drafting
- Meeting with supervisor

October +  
November

- Finalizing survey
- Data collection through agency

December '25 –  
June '26

- Data Analysis
- Finalizing Project

[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)

[4] Umweltsünder Rindfleisch: Acht Wochen ohne Currywurst, Gulasch und Rinderbraten in der Mensa – und niemand hat sich beschwert (STWNO, 2025)

