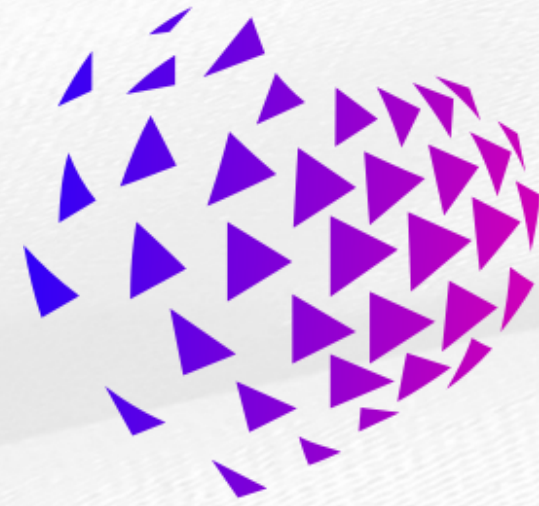
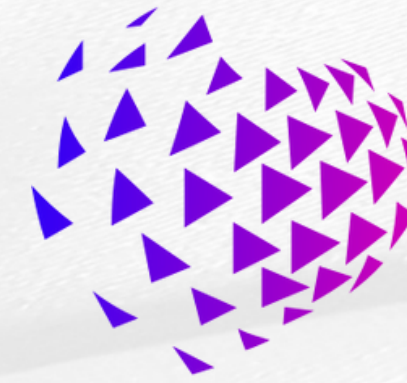




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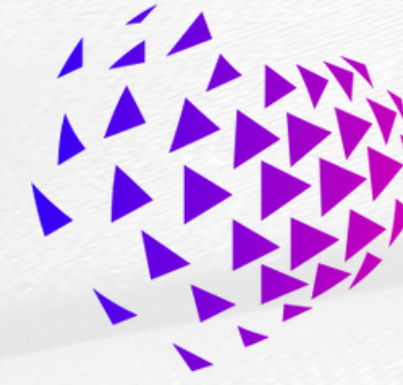
DIETITIANS' AND DOCTORS' ATTITUDES ON MEAT CONSUMPTION IN EUROPE



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| OUTLINE

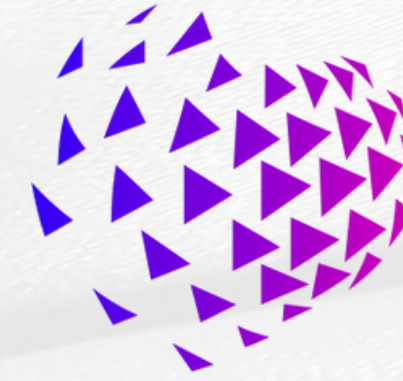
- Background
- Methodology
- Findings
 - Health & Financial Impacts of Meat Consumption
 - Industry Influence & Policy Power
 - Support for Policy & Institutional Action
- Conclusions



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METHODOLOGY : DATA COLLECTION

- Fielded by Marlin Research from 31 July to 25 August 2025
- 300 dieticians and 300 doctors/specialists in Europe (Germany, Spain, Italy, France, and UK – sample was evenly split across countries)
- Margin of error is $\pm 3.99\%$ when looking at the overall sample
- Data not weighted



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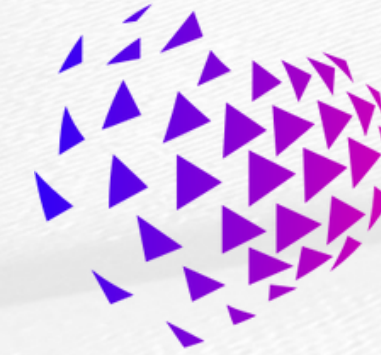
METHODOLOGY : DATA ANALYSIS

- Overall frequencies (total sample)
- Breakdown of frequencies by demographics
 - Country (Germany, Spain, Italy, France, UK)
 - Age (18-45 versus 45+)*
 - Gender (male vs female)
 - Healthcare profession (dietitian vs doctor/specialist)
 - Years of experience in the healthcare field (below median versus median and above)**

*Median age is 43 years old

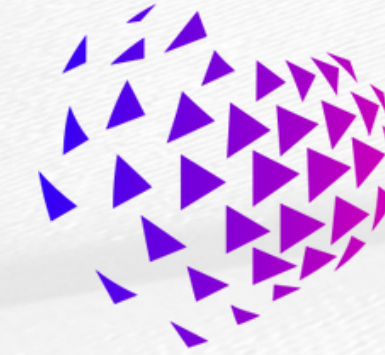
**Median is 17 years of experience

FINDINGS



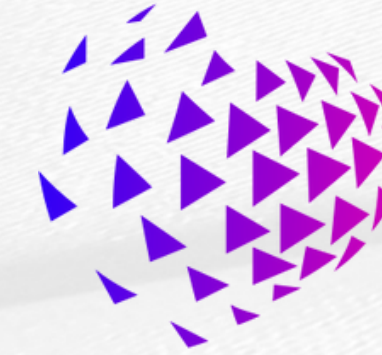
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- Nine in ten surveyed dietitians and doctors agree with the statements related to health risks and healthcare spending due to red and/or processed meat consumption. Overall agreement is highest in the UK.
- A majority (70% or more) agrees that the meat industry undermines scientific evidence, that large food companies exert too much influence over food policy, and that government subsidies for meat production contribute to overconsumption and health issues – views more strongly held by doctors than dietitians.
- The vast majority (82%) thinks that there is too little funding and promotion for plant-rich diets to support public health, and over half agrees that there is a need for new or updated national dietary guidelines.
Finally, there is strong support among the surveyed dietitians and doctors for health warnings on red/processed meat, for public institutions reducing the amount of meat served in meals, and for a general food system reform. Again, these views are more strongly held by doctors than dietitians.



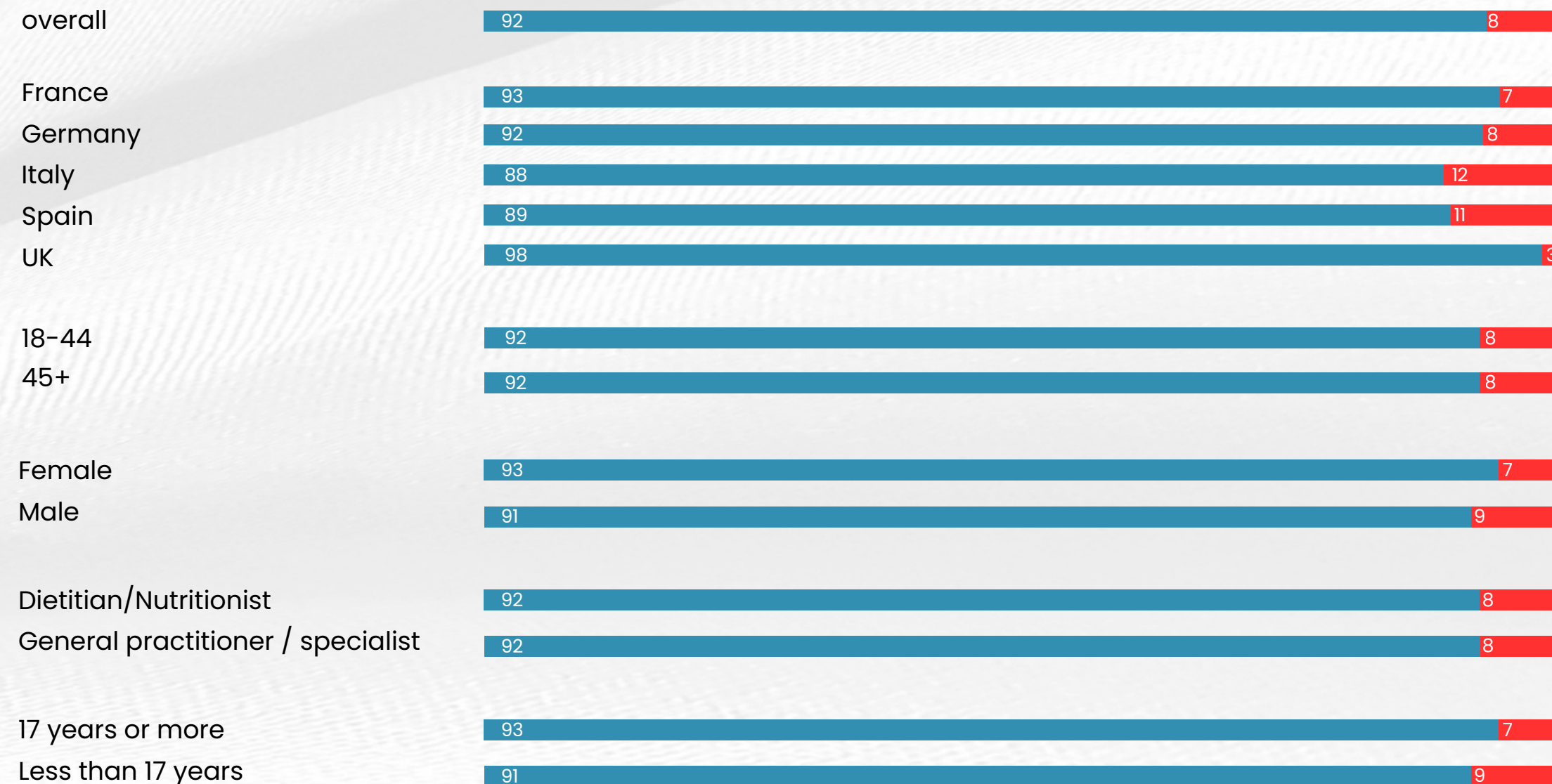
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HEALTH & FINANCIAL IMPACTS OF MEAT CONSUMPTION



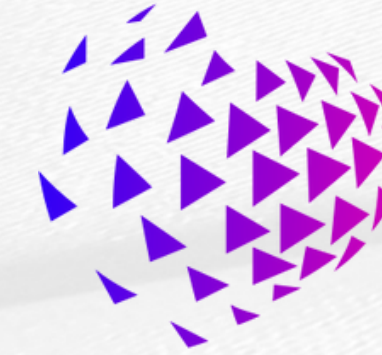
Which of the following statements do you agree with more ? (%)

■ Diet high in red and / or processed meat are associated with an increased risk of some cancers and heart disease ■ There is no associaton between diets high in red / or processed meat and an increased risk of some cancers and heart disease



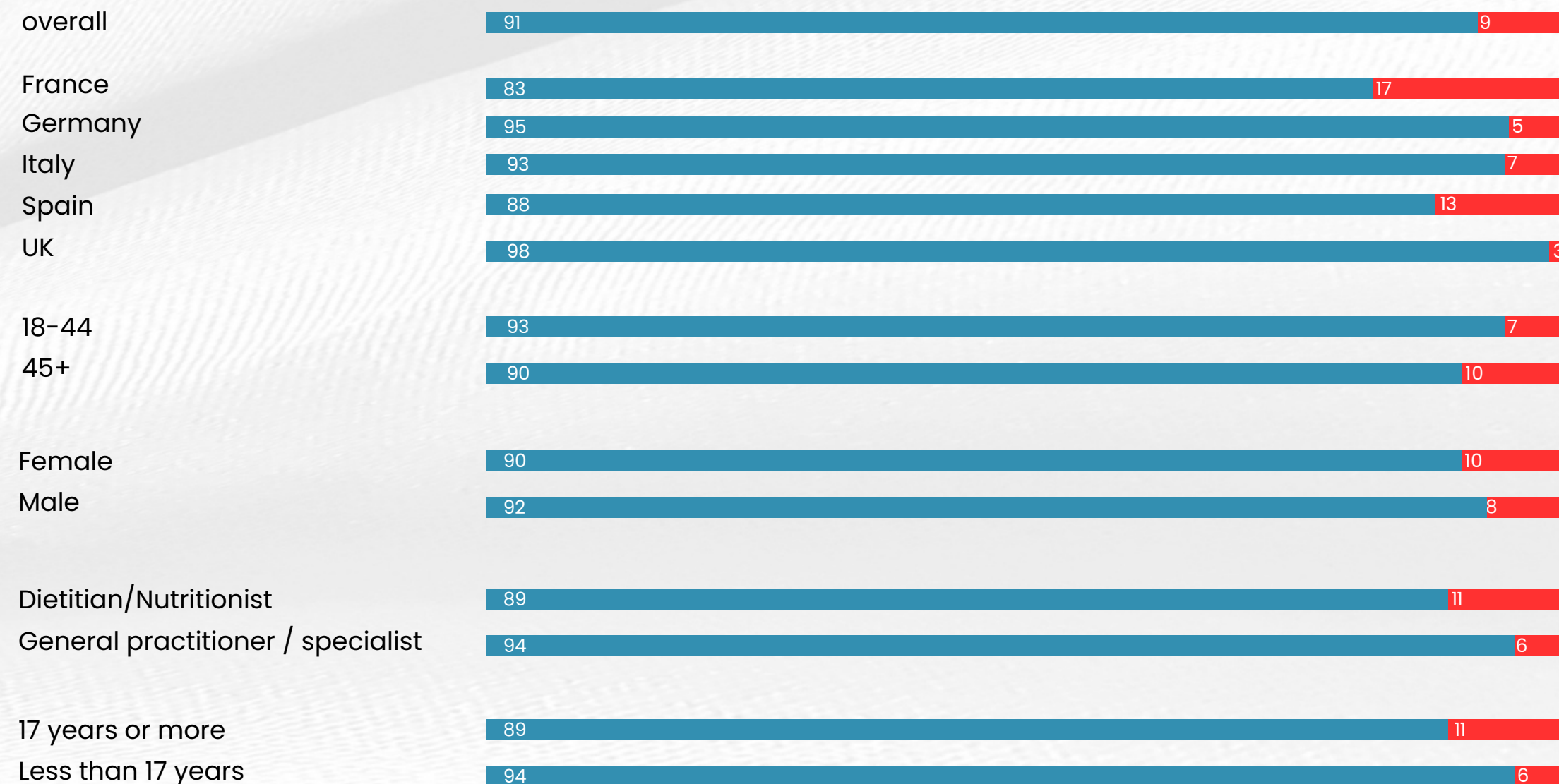
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Over 90% of respondents agree that diets high in red and/or processed meat are associated with an increased risk of some cancers and heart disease.



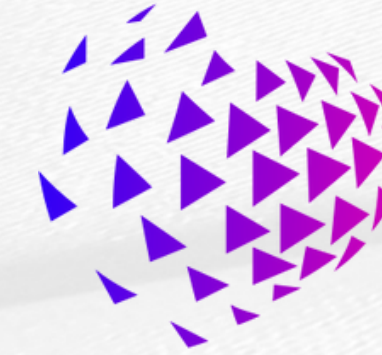
Which of the following statements do you agree with more ? (%)

■ Average meat consumption in Europe exceeds levels ■ Average meat consumption in Europe is within healthy levels



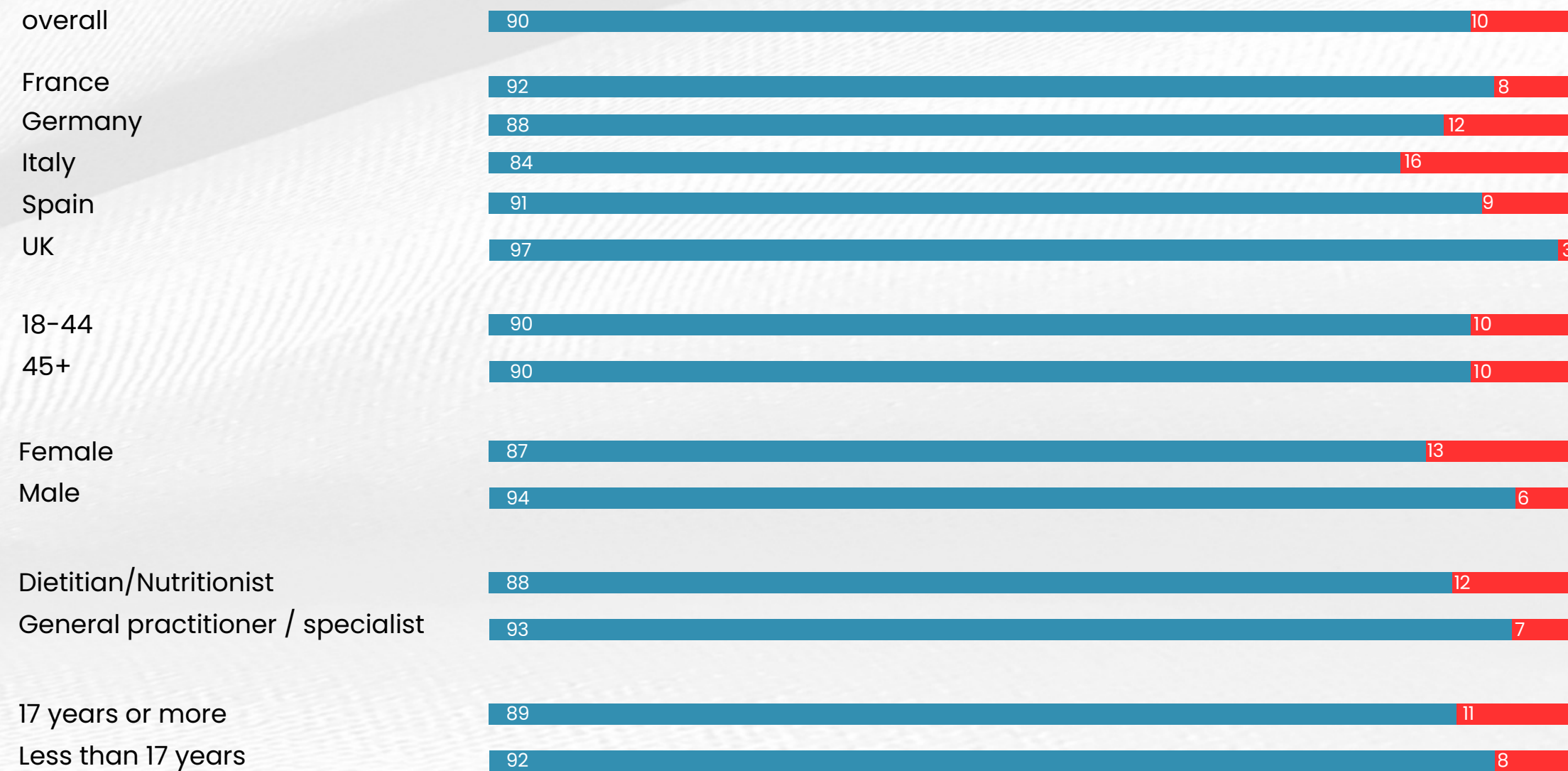
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Nine in ten respondents agree that average meat consumption in Europe exceeds healthy levels.



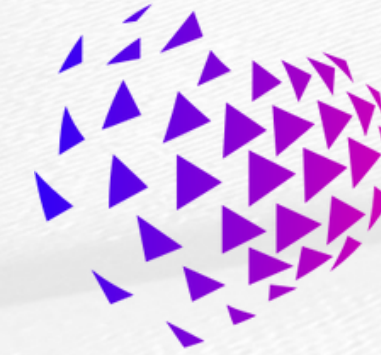
Which of the following statements do you agree with more ? (%)

■ Currents levels of red and processed meat consumption in Europe contribute to increased health spending ■ Current levels of red and processed meat consumption in Europe do not have an impact on health spending



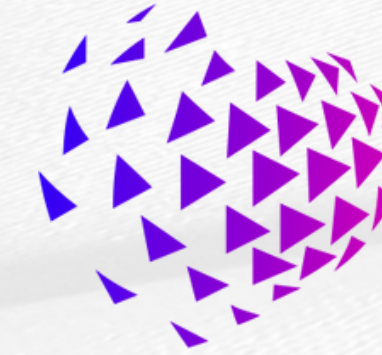
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Nine in ten respondents agree that current levels of red and processed meat consumption in Europe contribute to increased health spending on preventable diseases.



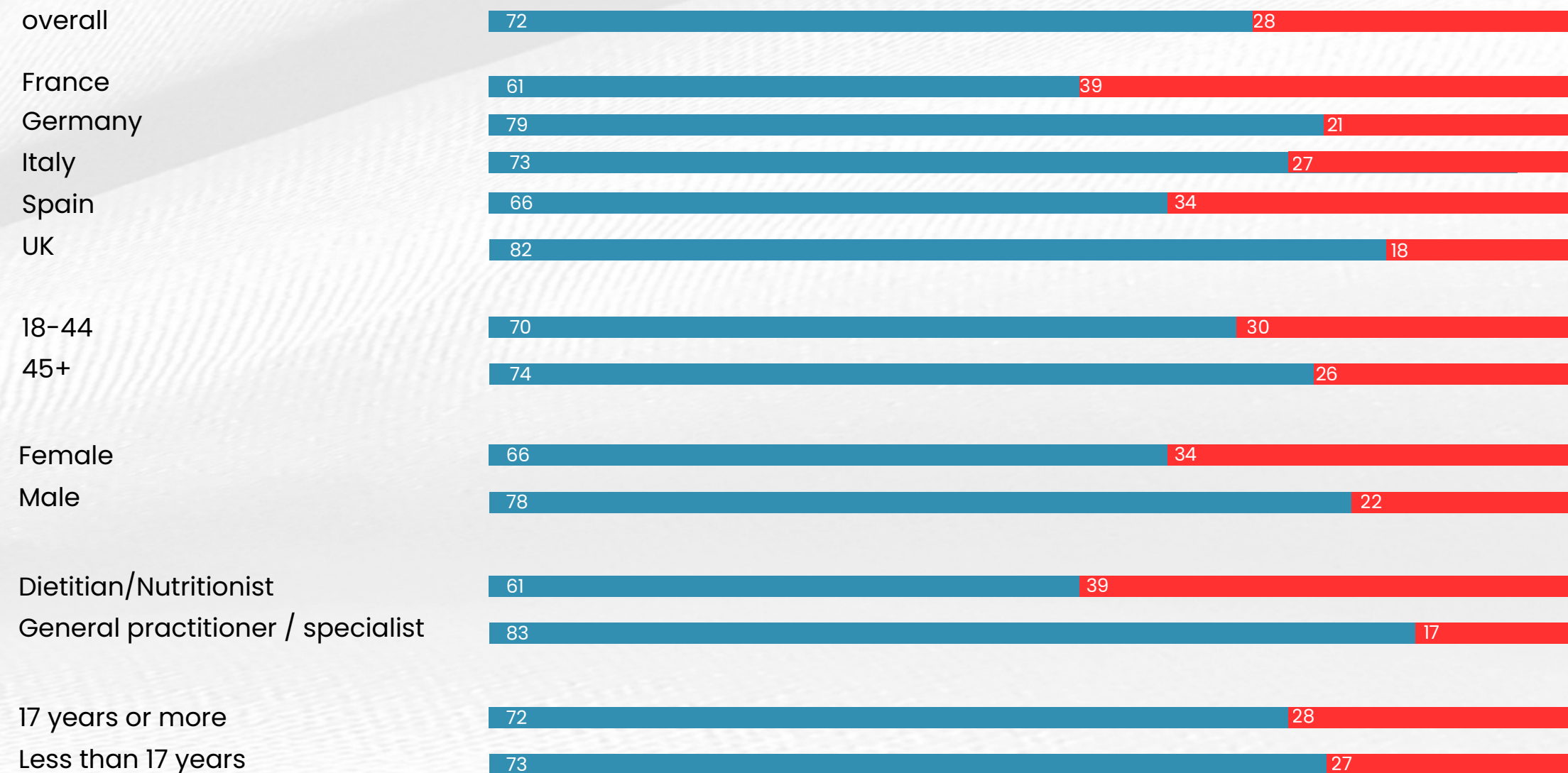
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INDUSTRY INFLUENCE & POLICY POWER



Which of the following statements do you agree with more ? (%)

■ The meat industry is trying to undermine scientific evidence on the health impacts of red and processed meat ■ The meat industry is not making any attempts to undermine scientific evidence on the health impacts of red and processed meat



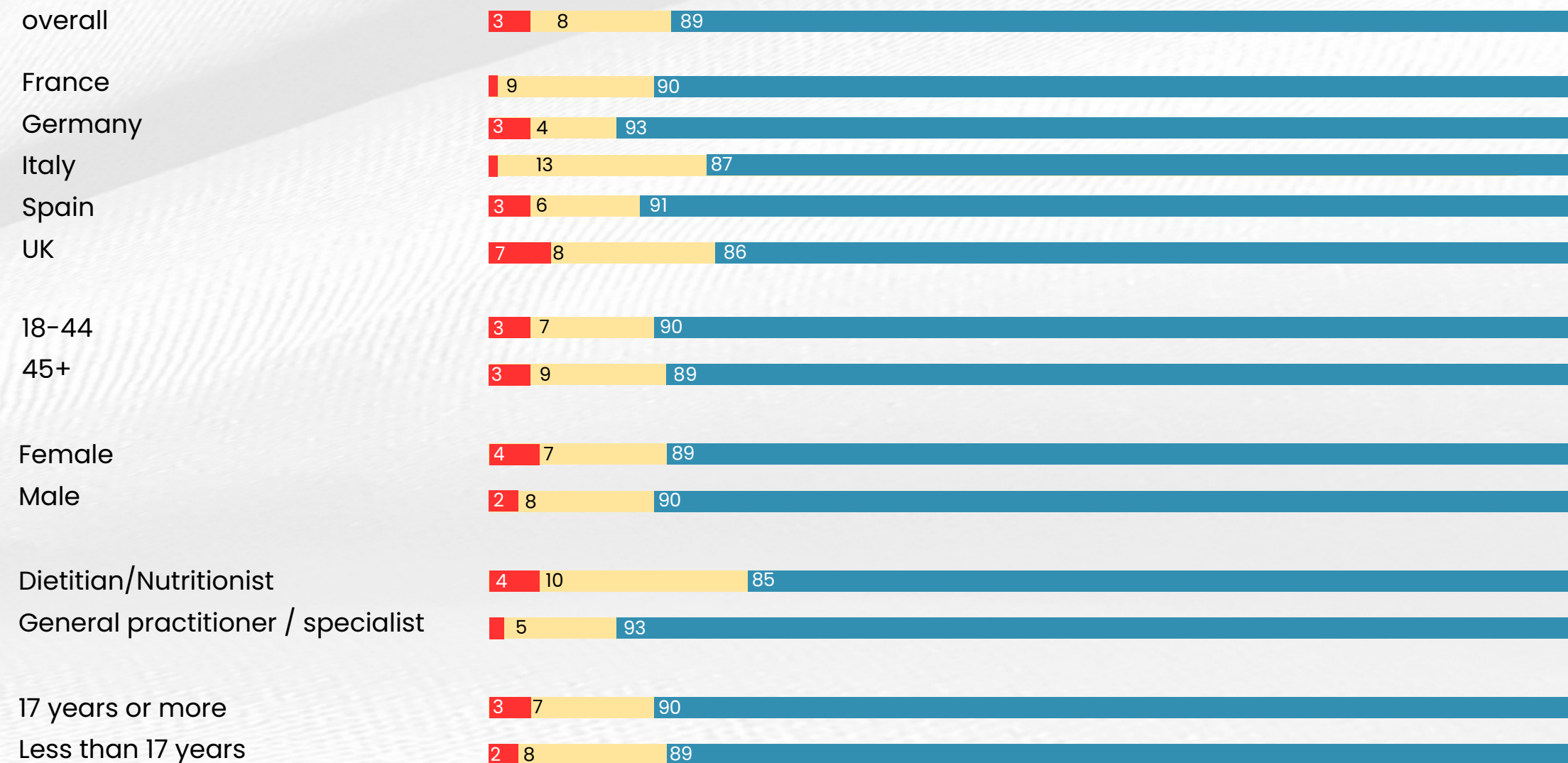
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The vast majority of respondents (70%) agree that the meat industry is trying to undermine scientific evidence on the health impacts of red and processed meat.



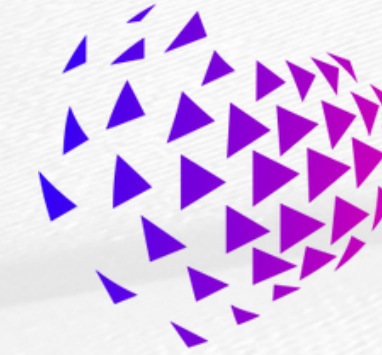
Do you believe that large food companies have too little , too much , or the right amount of influence over national food policy decision? (%)

Too little The right amount Too much



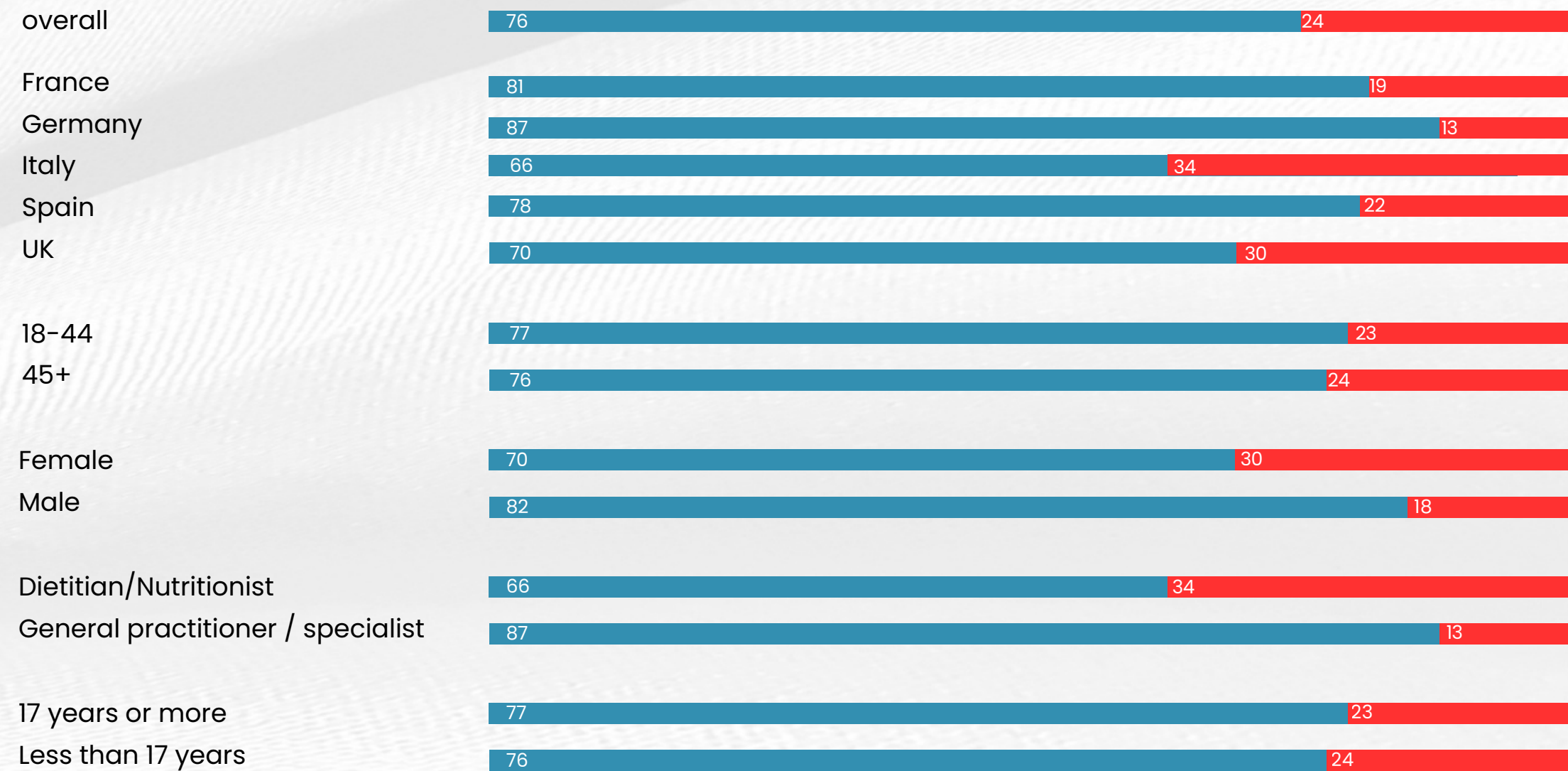
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Around nine in ten dietitians and GP's think that large food companies have too much influence over national food policy decisions, and only 3% think they have too little influence.



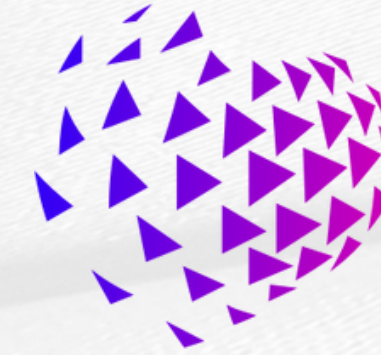
Which of the following statements do you agree with more ? (%)

■ Government subsidies for meat production contribute to overconsumption and related health issues ■ Government subsidies for meat production do not contribute to overconsumption and related health issues



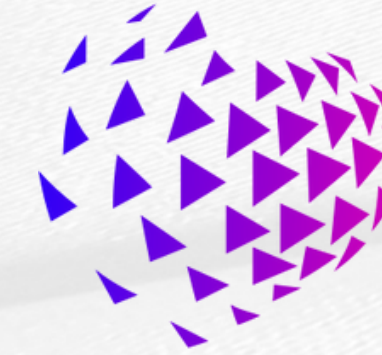
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Three in four respondents agrees that government subsidies for meat production contribute to overconsumption and related health issues. GP's or specialists are more likely to agree with this statement then dietitians.



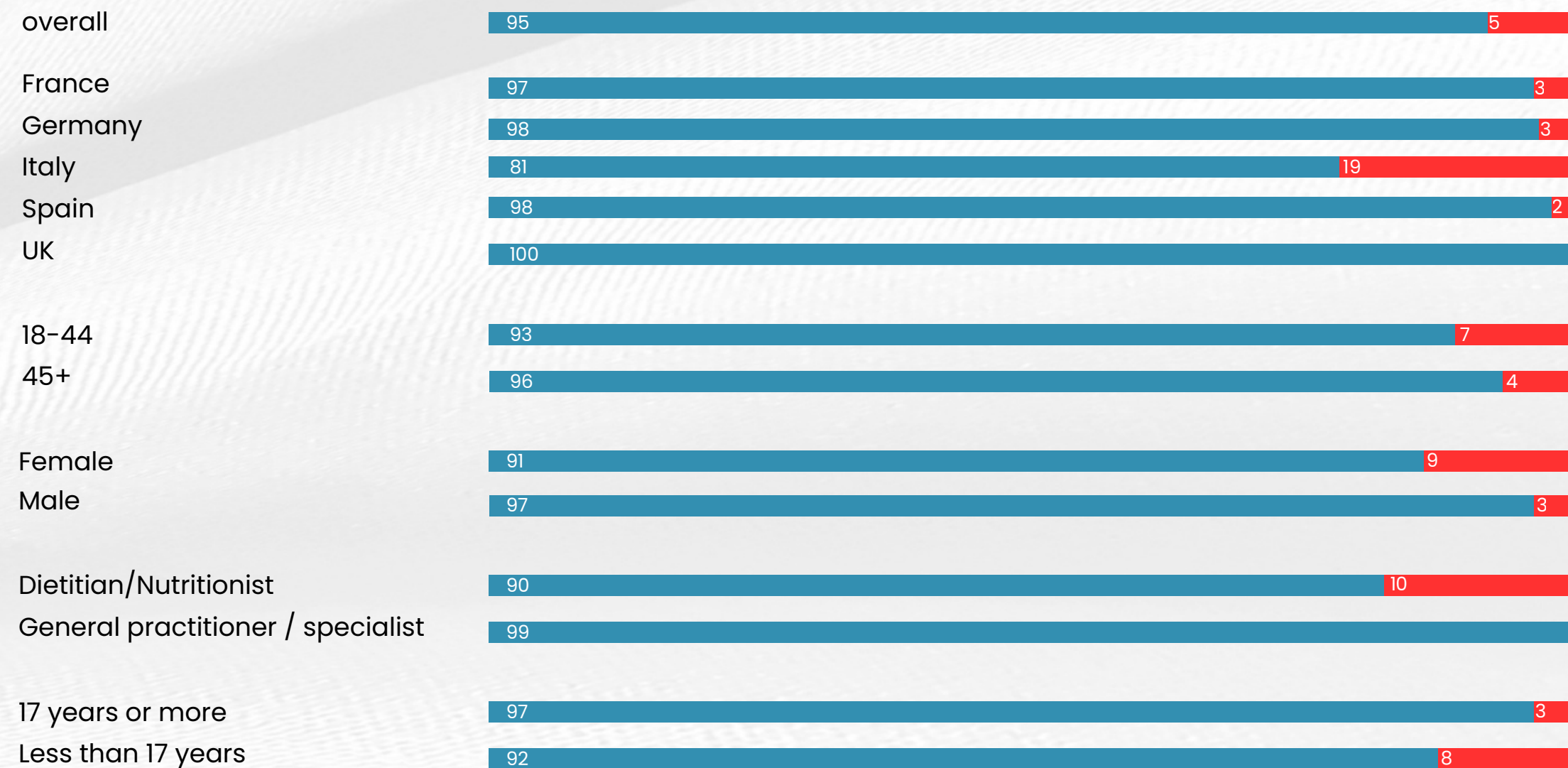
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SUPPORT FOR POLICY & INSTITUTIONAL ACTION



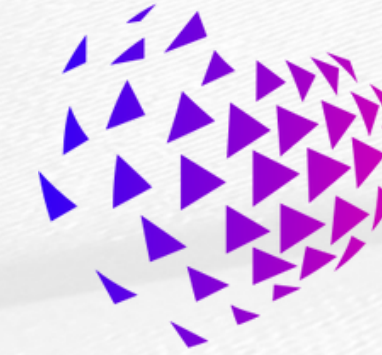
Which of the following statements do you agree with more ? (%)

■ Red and processed meat should carry health warnings ■ Red and processed meat should not carry health warnings



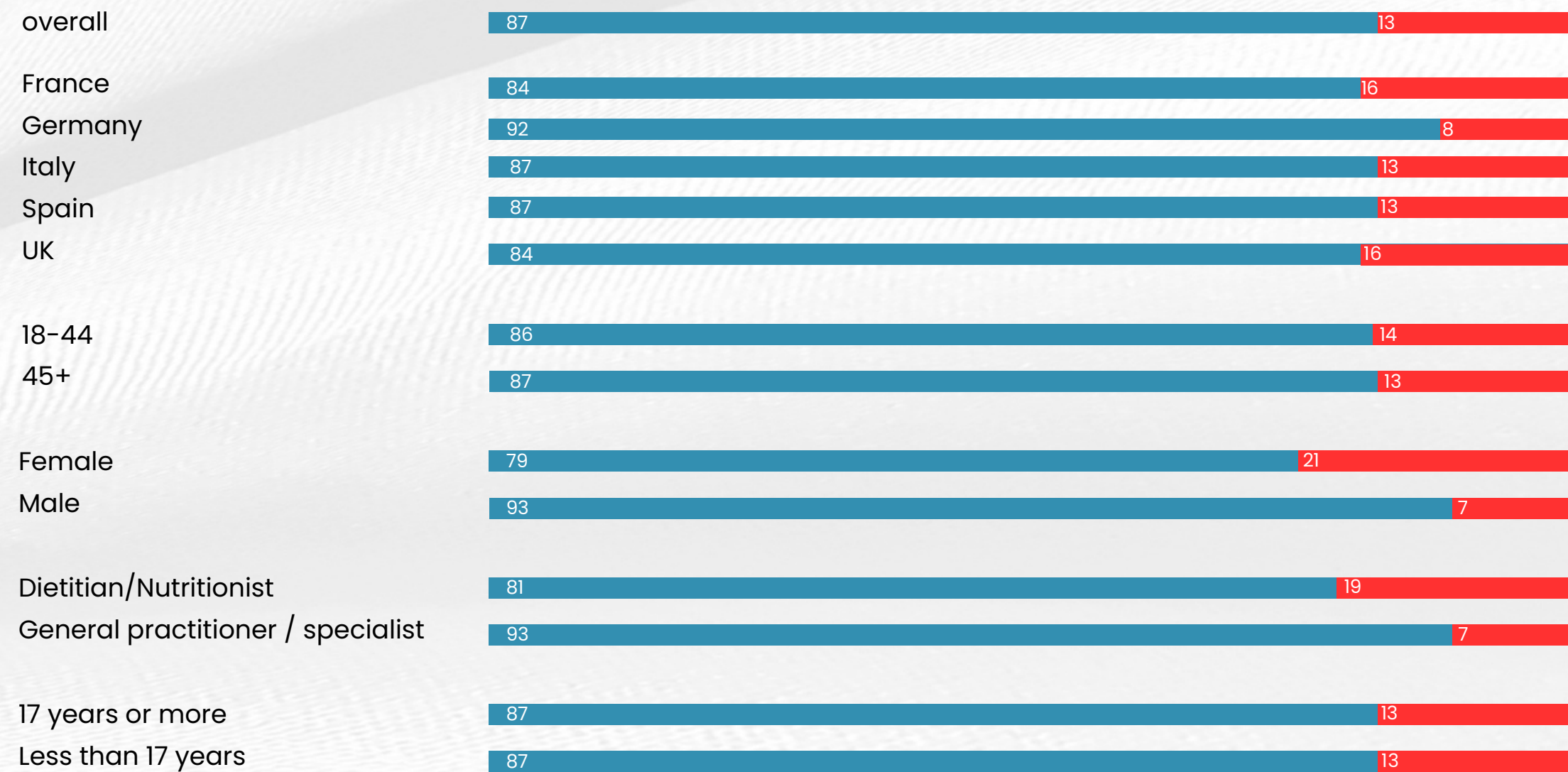
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There is strong support among dietitians and doctors for health warnings on red and processed meat, with 95% agreeing they should be introduced. Agreement is lower in Italy compared to the other countries



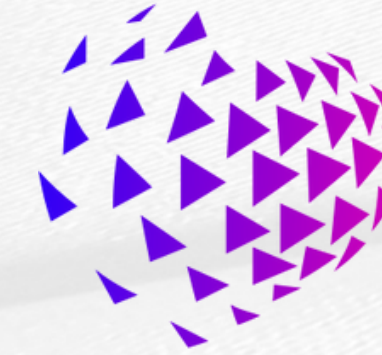
Which of the following statements do you agree with more ? (%)

■ Public institutions like schools and hospitals should reduce the amount of served in meals ■ Public institutions like schools and hospitals should not reduce the amount of meat served in meals



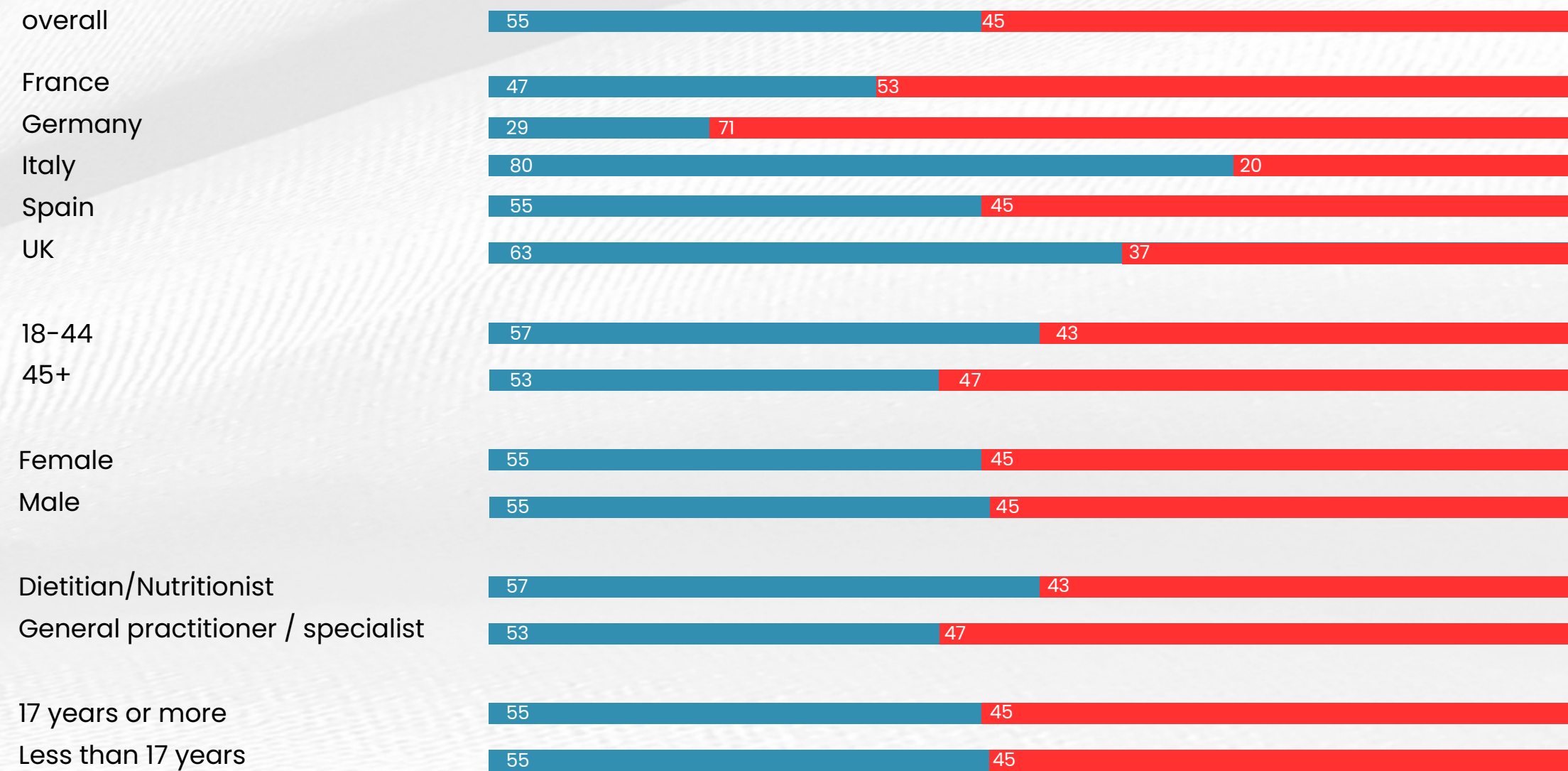
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There is strong support among dietitians and doctors for Public institutions like schools and hospitals reducing the amount of meat served in meals, with 87% agreeing it should be reduced. Agreement is higher among doctors (compared to dietitians) and among men



Which of the following statements do you agree with more ? (%)

■ There is a need for new or updated national dietary guidelines that align with the latest research on the health impacts of meat consumption ■ There is no need for new or updated national dietary guidelines that align with the latest research on the health impact of meat consumption



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Over half of the respondents agrees that there is a need for new or updated national dietary guidelines that align with the latest research on the health impacts of meat consumption. Agreement is higher in Italy, with 80% agreeing, and lower in Germany, with 29% agreeing with this statement.



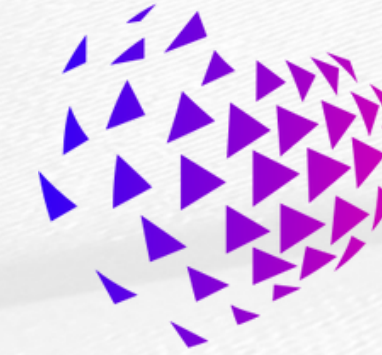
Do you believe that there is too there is too little, too much, or the right amount of funding and promotion for plant-rich diets to support public health?(%)

Too little The right amount Too much



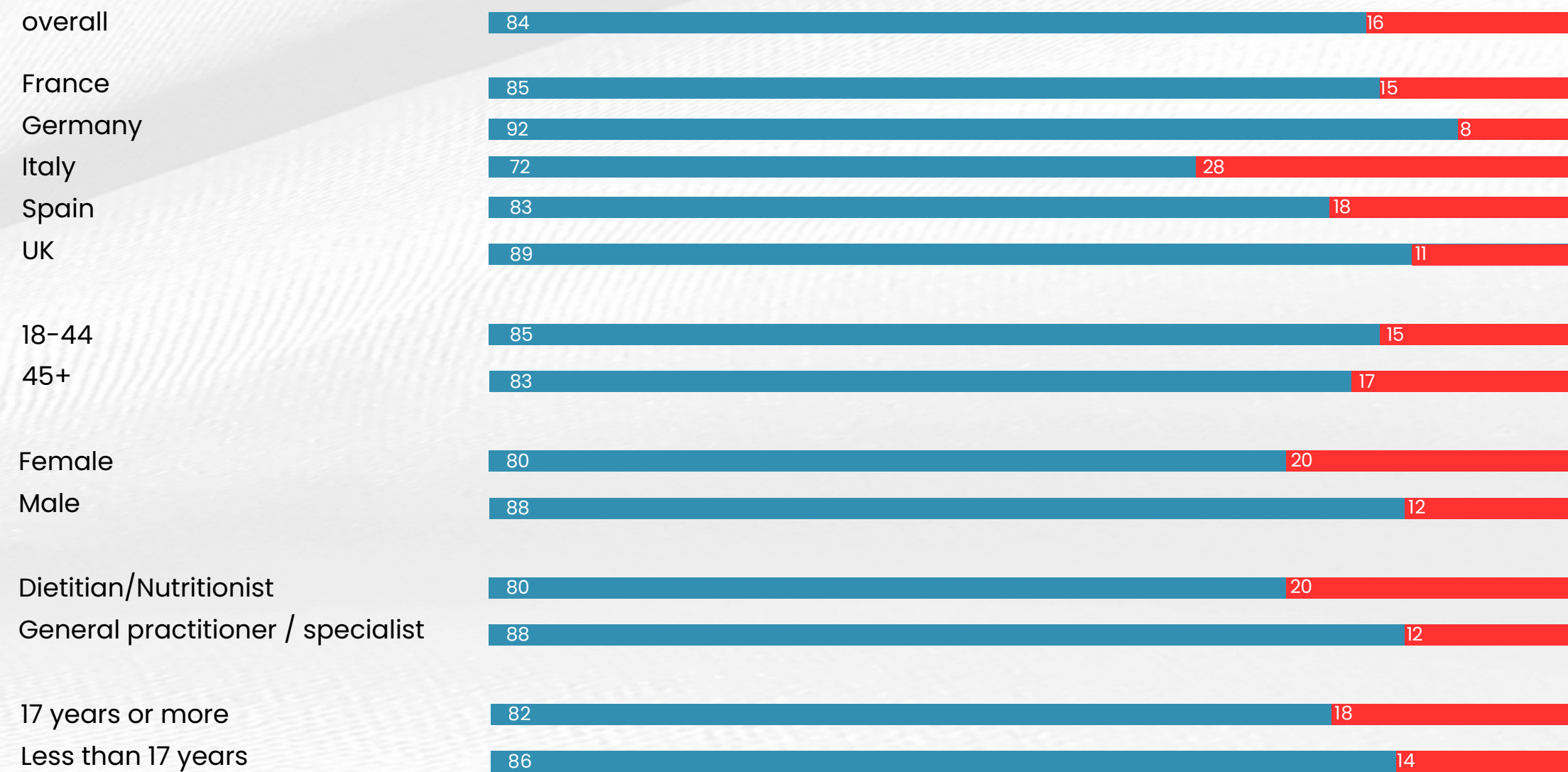
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Three in four respondents think that there is too little funding and promotion for plant-rich diets to support public health, with only 2% thinking there is currently too much funding and promotion. Men and doctors are more likely to think that there is too little funding and promotion, compared to women and dietitians, respectively. Italian dietitians and doctors are more likely to think that there currently is enough funding and promotion (28% thinks it's 'the right amount')



Which of the following statements do you agree with more ? (%)

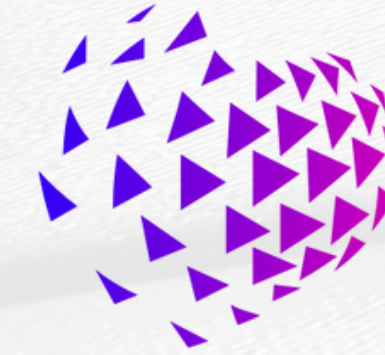
■ Current levels of meat consumption are a public health concern requiring food system reform ■ Current levels of meat consumption are not a public health concern requiring food system reform



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Over 80% of the surveyed dietitians and doctors agrees that current levels of meat consumption are a public health concern requiring food system reform. Agreement is lower in Italy, with 72% agreeing with this statement.

CONCLUSION



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- Nine in ten surveyed dietitians and doctors agree with the statements related to health risks and healthcare spending due to red and/or processed meat consumption. Overall agreement is highest in the UK.
- A majority (70% or more) agrees that the meat industry undermines scientific evidence, that large food companies exert too much influence over food policy, and that government subsidies for meat production contribute to overconsumption and health issues – views more strongly held by doctors than dietitians.
- The vast majority (82%) thinks that there is too little funding and promotion for plant-rich diets to support public health, and over half agrees that there is a need for new or updated national dietary guidelines. Finally, there is strong support among the surveyed dietitians and doctors for health warnings on red/processed meat, for public institutions reducing the amount of meat served in meals, and for a general food system reform. Again, these views are more strongly held by doctors than dietitians.