

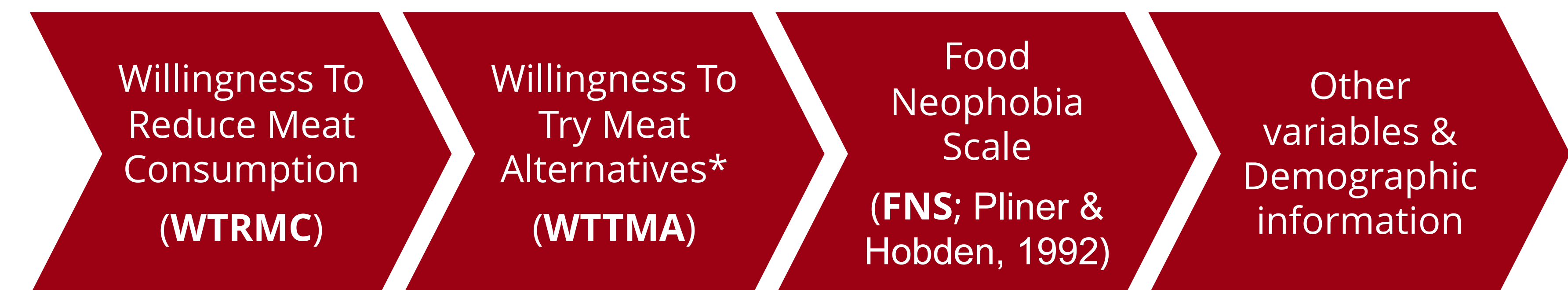
## SUMMARY & THEORY

The future of our planet depends also on what we decide to eat. Everyone should reduce their meat consumption, but who is willing to do so? It seems that conservatives eat red meat every day while liberals are all vegan, but is the decision to reduce meat consumption and increase the consumption of meat alternatives related only to political orientation? The present research was conducted in three different European countries and found that, in 2 out of 3 countries, Food Neophobia (FN) mediates the effect of political orientation in such decisions. Our ongoing project informs possible interventions aiming at substituting meat with new alternatives.

- Right-wing individuals are more likely to engage in animal exploitation and identify as meat-eaters (Dhont & Hodson, 2014).
- Another relevant personal factor related to both political orientation and meat consumption consists of the extent to which people are food neophobic, i.e., averse to consuming unfamiliar food (Guidetti et al., 2018; 2022).
- **THE PRESENT RESEARCH INVESTIGATES IN 3 EUROPEAN COUNTRIES HOW FOOD NEOPHOBIA AND POLITICAL ORIENTATION ARE RELATED TO WILLINGNESS TO REDUCE MEAT CONSUMPTION AND TO TRY MEAT ALTERNATIVES.**

## METHODS

	Italy (N=362)	Finland (N=348)	Norway (N=223)
<b>Age</b>	28.9 (12.5)	28.5 (8.88)	23.3 (5.22)
<b>Gender</b>			
<i>Female</i>	236 (65.2%)	245 (70.4%)	178 (79.8%)
<i>Male</i>	126 (34.8%)	103 (29.6%)	45 (20.2%)
<b>Education level</b>			
<i>Middle</i>	14 (3.9%)	1 (0.3%)	0 (0%)
<i>High school</i>	229 (63.3%)	123 (35.3%)	132 (59.2%)
<i>Bachelor</i>	74 (20.4%)	158 (45.4%)	74 (33.2%)
<i>Master</i>	36 (9.9%)	63 (18.1%)	17 (7.6%)
<i>Specialization</i>	9 (2.5%)	3 (0.9%)	0 (0%)
<b>MacArthur Scale (SES)</b>	4.61 (1.43)	4.63 (1.52)	4.71 (1.62)
<b>Political orientation</b>	3.83 (1.37)	3.31 (1.39)	3.22 (1.51)



\* Index averaging: plant-based meat, insects-based meat, cultured meat, veggy-based meat

## RESULTS

**ITALY**

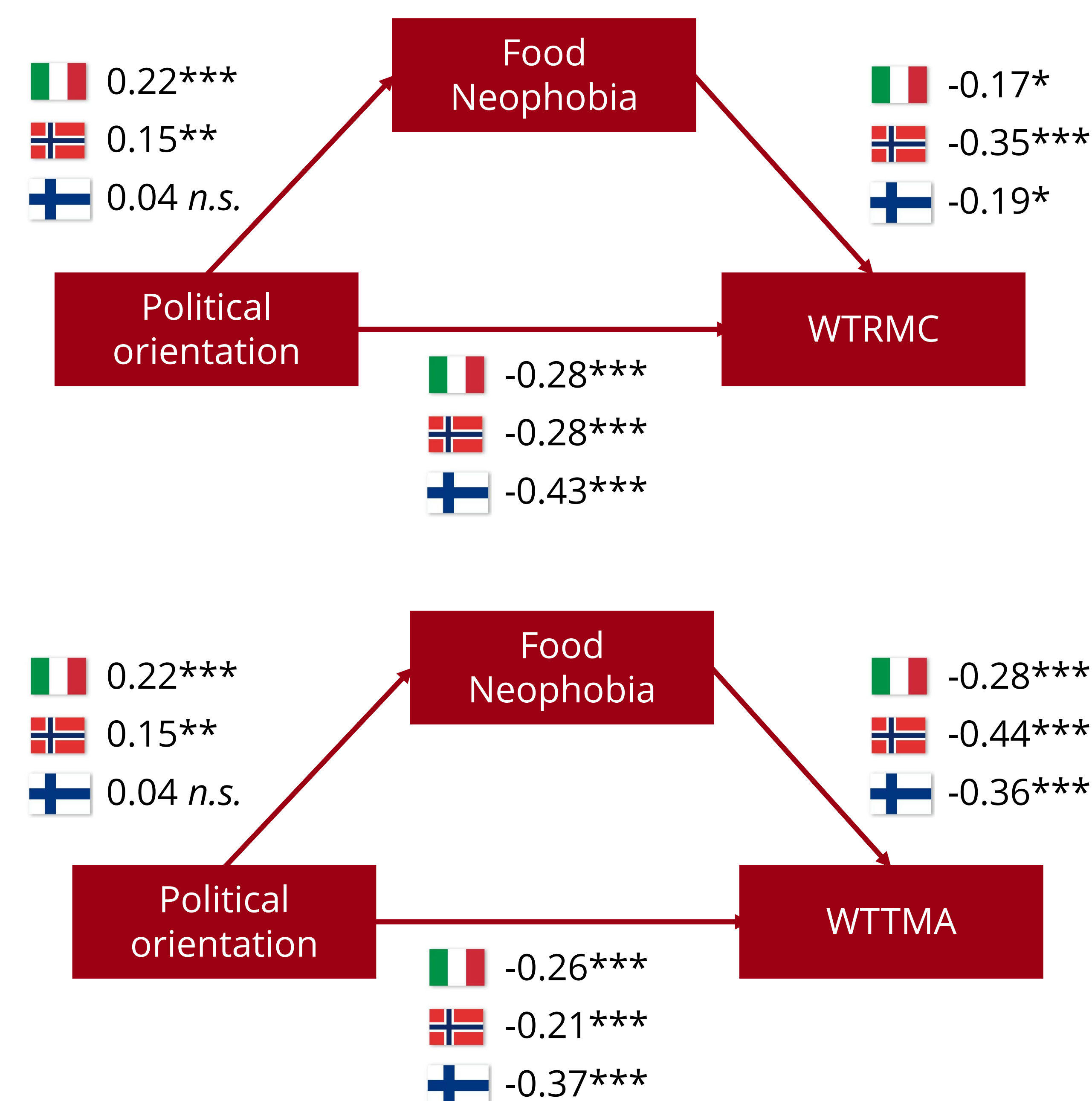
	1. WTRMC	2. WTTMA	3. FNS
1. WTRMC	-		
2. WTTMA	.46***	-	
3. FNS	-.19***	-.32***	-
4. Political orientation	-.25***	-.30***	.22***

**NORWAY**

	1. WTRMC	2. WTTMA	3. FNS
1. WTRMC	-		
2. WTTMA	.49***	-	
3. FNS	-.27***	-.38***	-
4. Political orientation	-.31***	-.31***	.23***

**FINLAND**

	1. WTRMC	2. WTTMA	3. FNS
1. WTRMC	-		
2. WTTMA	.46***	-	
3. FNS	-.14**	-.29***	-
4. Political orientation	-.38***	-.39***	.05



In 2 out of 3 countries, Food Neophobia partially mediates the effect of political orientation on the willingness to reduce meat consumption and the willingness to try meat alternatives.

+ conservatives

+ food neophobic

— willing to reduce meat consumption

&  
— willing to try meat alternatives

⇒ **CAN WE REDUCE THE EFFECT OF FOOD NEOPHOBIA?**