



Legumes and consumer attitude



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The Eat-Lancet Commission, 2019

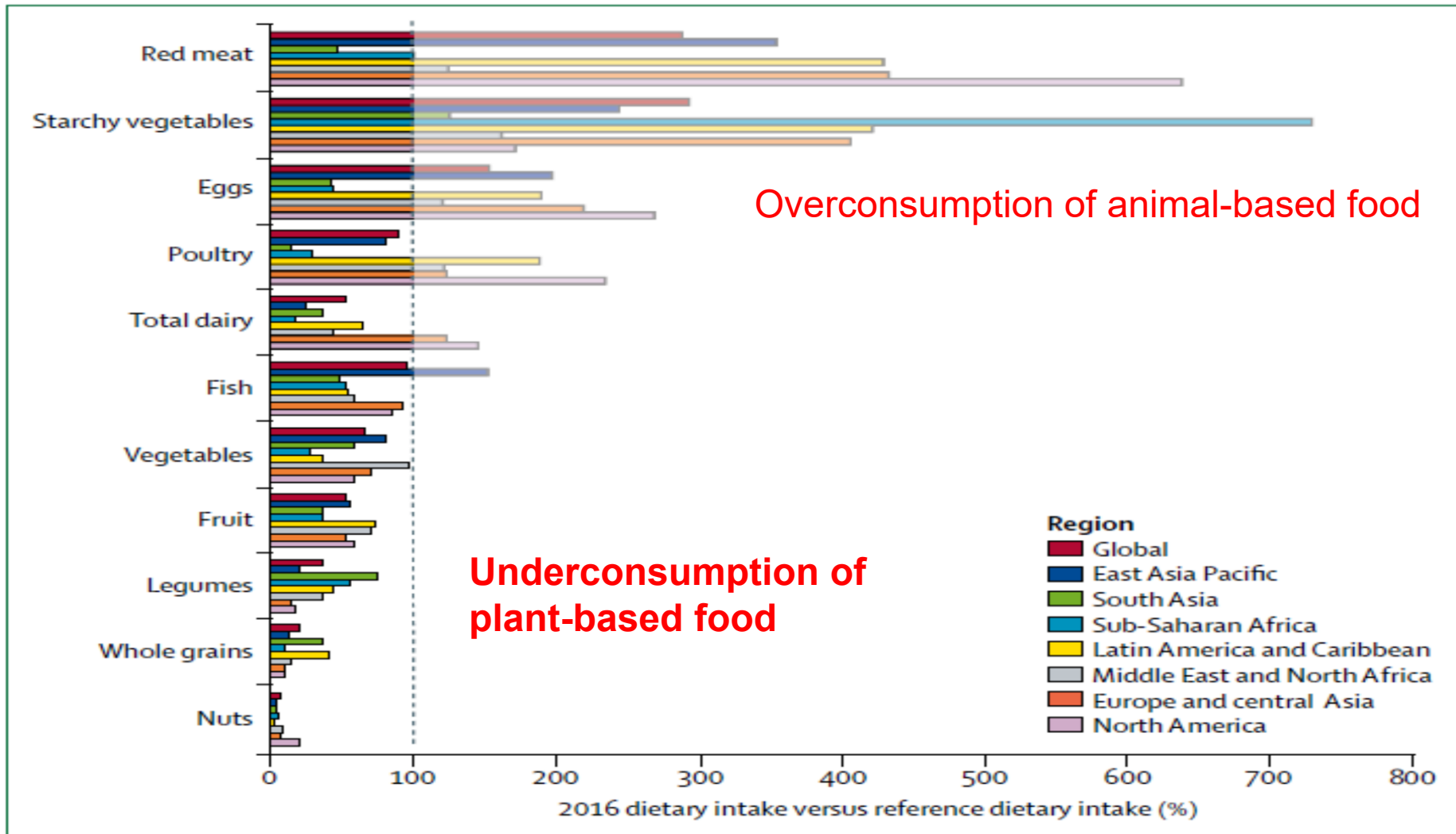


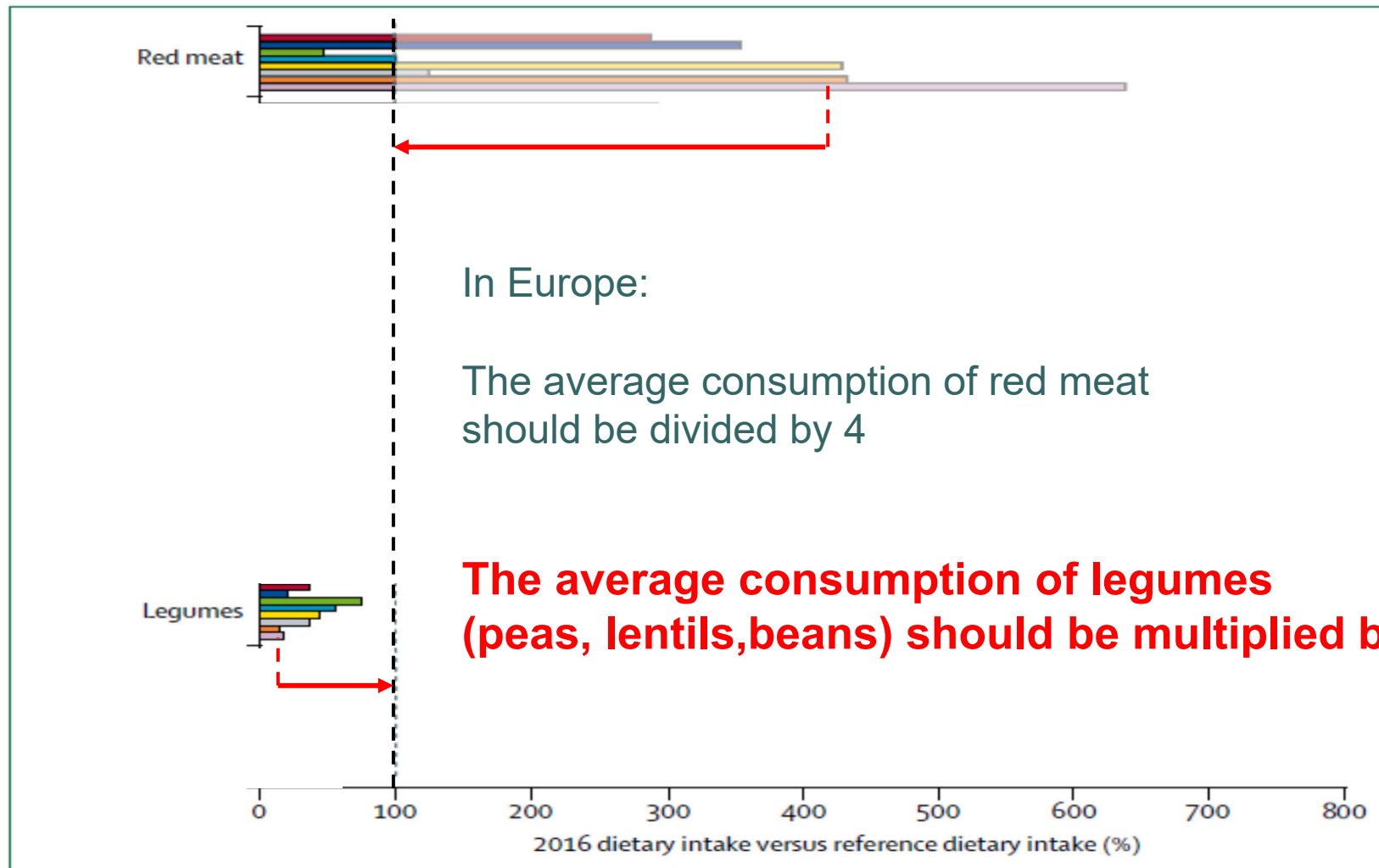
Figure 1: Diet gap between dietary patterns in 2016 and reference diet intakes of food

Data on 2016 intakes are from the Global Burden of Disease database.¹³⁰ The dotted line represents intakes in reference diet (table 1).

The EAT-Lancet Commission Willett, W. et al. (2019). *The Lancet*, 393(10170), 447 – 492.

Eat-Lancet Commission

Very ambitious changes



Eat-Lancet Commission

Very ambitious changes

- Long road ahead of us if we want to increase the sustainability of dietary habits
- Changing consumption habits is possible but it will take a lot of time!





Are these ambitious changes possible for improving sustainability?

- **3 main conditions** for reaching sustainable consumption habits

1. Consumer awareness



- Education, information...
- Awareness is necessary for
 - having active consumers
 - supporting regulation





2. Incentives in the supply chain

- o Innovation and supply of new products

Vertical farms



Cultured meat



Veggie Burger



GREEN LENTILS PASTA





Un exemple d'innovation
provenant de ce
bâtiment E
SayFood & PSAE



Food Quality and Preference

Volume 90, June 2021, 104117



Consumer preferences for new fermented food products that mix animal and plant protein sources

Anne Saint-Eve ^a  , Françoise Irlinger ^a, Caroline Pénicaud ^a, Isabelle Souchon ^a, Stéphan Marette ^b



New fermented product

- Experimental product that we created
- This new product contained yellow pea and cow's milk



Fermented products



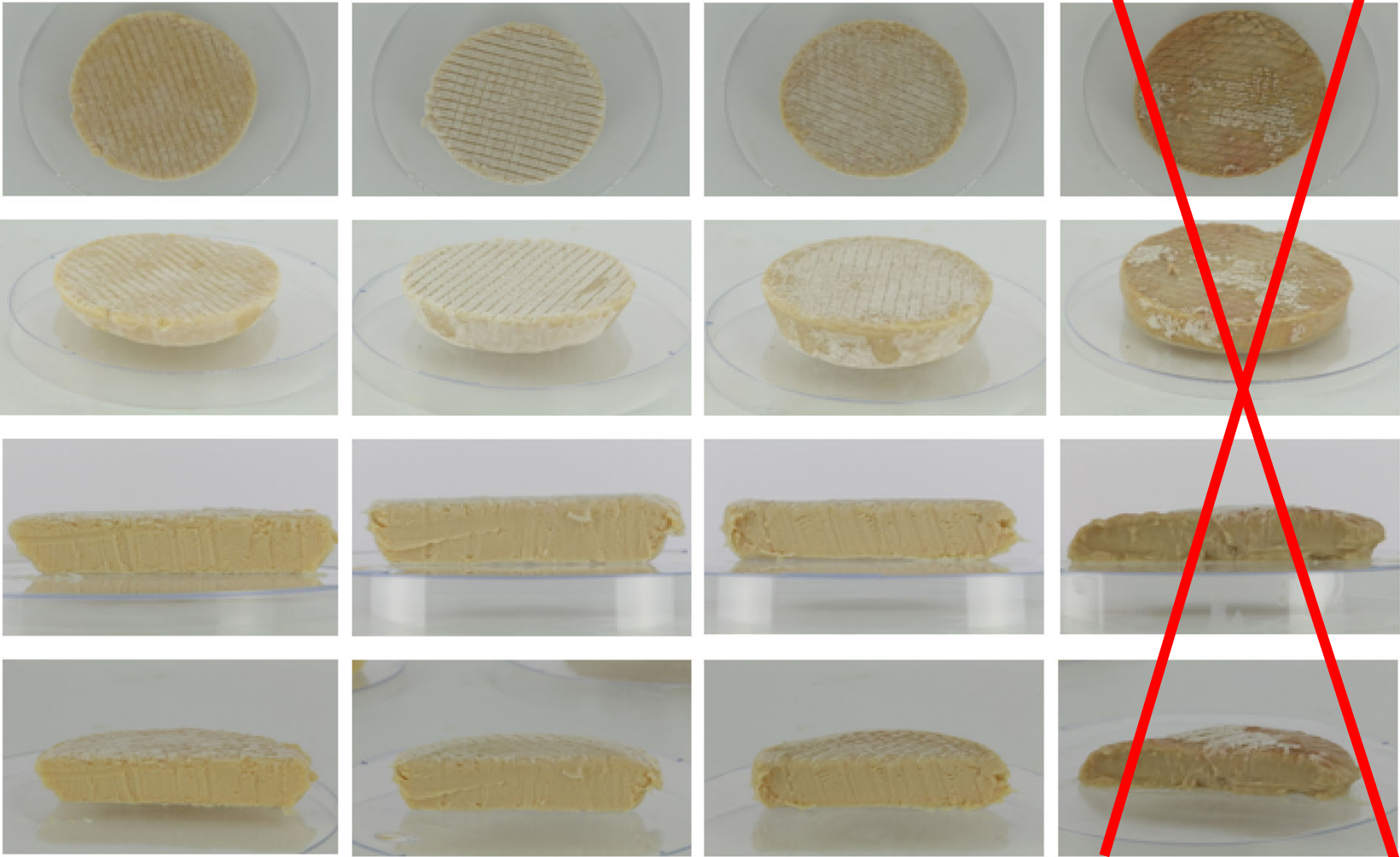
Variations regarding the origin of proteins
 $x\%$ pea, $(1-x)\%$ cow milk

25% Pea

50% Pea

75% Pea

100% Pea





3. Regulation

- **Per-unit tax/subsidy depending on quality**
- **Information and labeling**
- **Minimum quality standard**

- **No panacea**
- **Case-by-case analyses**

● ● ● | Sustainability & diets



- Many challenges for consumers
- Great difficulty to define a consistent policy that takes into account the sustainability
- Important to be upfront with all these challenges for future debates!