

CLIMATE CHANGE AND REGENERATIVE AGRICULTURE. CAN CONSUMERS CHANGE THEIR CONSUMPTION PATTERNS FOR THE BENEFIT OF THE PLANET?

Inspired by the Netflix documentary "Kiss The Ground".

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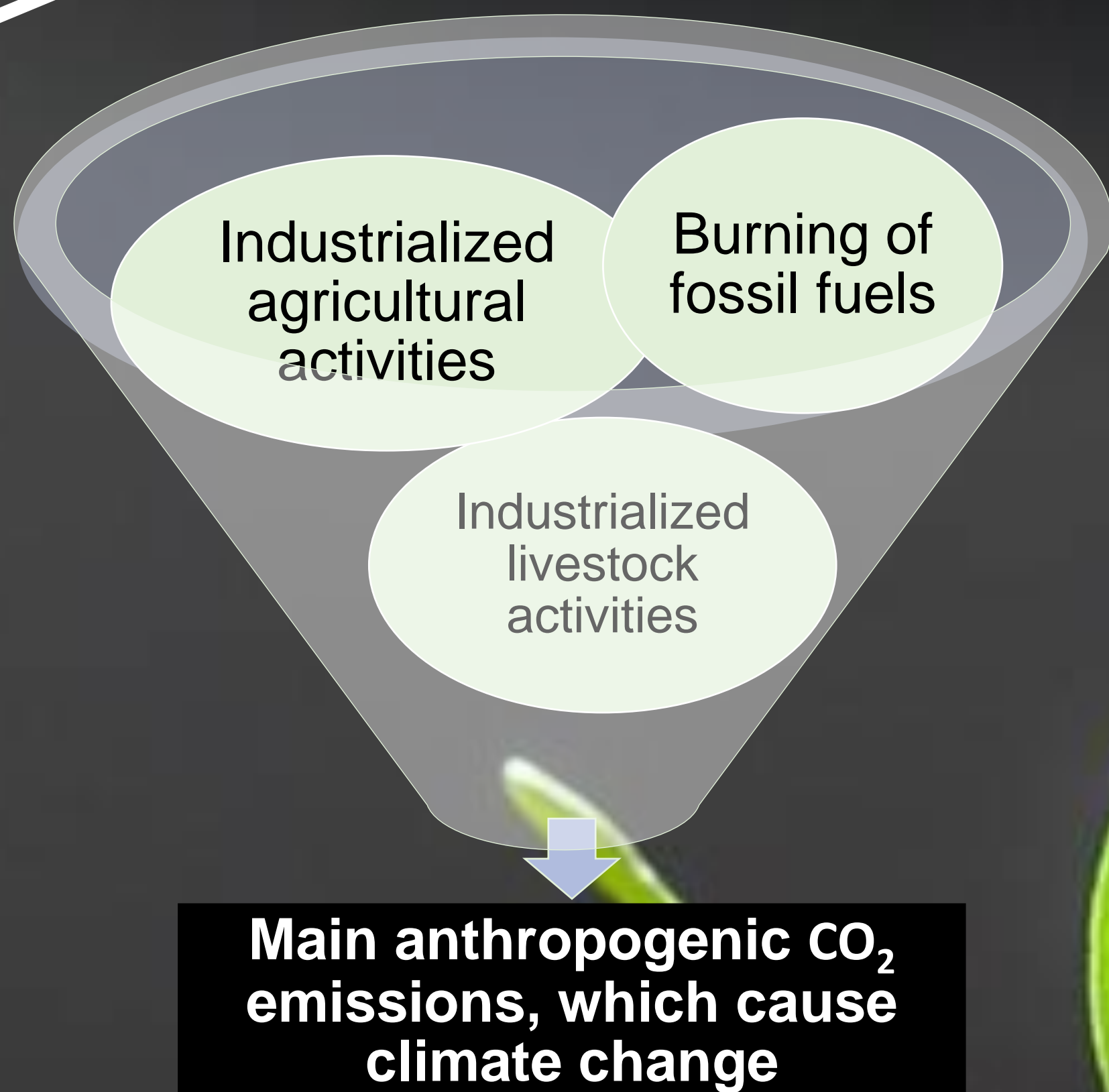


1 OBJECTIVES OF THE STUDY

- **Introduce and understand** the reasons for the current climate change situation
- Present **new solutions** to climate change
- **Raise awareness** among the population
- **Analyze** if the population would be willing to change their **consumption habits** for the benefit of the planet.



2 BACKGROUND



✓ **SOLUTION: REGENERATIVE AGRICULTURE**



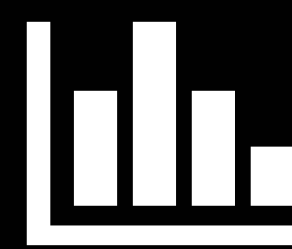
3 METHODOLOGY

A **survey-type research** study of the worldwide 2021's population was conducted, **8 hypotheses** were formulated, and the resulting data were analyzed through **statistical tests** and calculations. However, the results and conclusions are only applicable to Spain.



5 CONCLUSIONS

- ✓ There is no relationship between the level of knowledge of the drivers, neither the consequences of climate change and age.
- ✓ The young and the middle-aged group are more likely to change their food habits than the old-aged group. The most influential factors are the better quality of the product and the guarantee of an eco-sustainable product.
- ✓ People who know about regenerative agriculture have more knowledge of the drivers of climate change and hold more responsible habits towards meat consumption.
- ✓ Most of the people who eat meat frequently would be willing to reduce meat consumption.



4 RESULTS & DISCUSSION

!!! Self-reported answers

There is a **lack of awareness** of the most impactful causes of climate change related to the food system among the population, regardless of their age, which hampers the change of the population's consumption habits.

Young (0-30 years old) and middle-aged (31-60 years old) people are more likely to **change their food habits** compared to the old-aged (+61 years old) people. Among the following influential factors of a product choice...



...the most relevant are a **better quality of the product** and an **eco-sustainable product guarantee**.

People who know about regenerative agriculture have **more knowledge of the drivers of climate change** as they have marked agricultural activities as a driver of climate change.

The population who knows about regenerative agriculture hold more responsible meat consumption habits, as they know their impact on climate change:

- Every day: 6.25%
- 2-3 times a week: 50%
- Once a week: 18.75%

The population who does not know about regenerative agriculture eats meat more frequently:

- Every day: 15.42%
- 2-3 times a week: 57.27%
- Once a week: 9.69%

Most of the population who states to **eat meat frequently** (62.85 %) affirms that would be willing to **reduce meat consumption**. This shows that there is a possibility of positive change.



Are consumers willing to change their consumption patterns for the benefit of the planet? YES.