

Plant-Based Meat Substitutes

Now we have a few questions about what you eat!

Q1. It's summertime, and for lots of folks that means burger and barbeque season. These days, a new product is being sold at fast food chains, burger joints, restaurants and at the grocery store. It's called Beyond Meat.

Beyond Meat is one example of "plant-based meat alternatives" – that are, like the name implies – plant-based foods that aren't meat – but are meant to look, taste and feel like meat.

Have you heard of these types of products?

Yes

No

[ask all]

Q2 And thinking about plant-based protein alternatives, do you think they are ...

More of a fad that will fade with time

Here to stay, something Canadians will be eating more and more

Q3 Canada has a large meat and beef industry, primarily based in Alberta, but also a significant pulse farming industry, which includes lentils, peas, chickpeas and beans, primarily based in Saskatchewan.

Some people say the overall impact from consumers buying more plant-based proteins will be a net negative for the Canadian farm economy, because farmers and workers in Canada's beef and meat sectors will lose earnings and maybe even their livelihoods.

Other people say the overall impact from consumers buying more plant-based proteins will be a net positive to the Canadian farm economy, because of potential job and revenue growth in Canada's pulse farming industry.

Which of the following is closest to your own point of view?

[Rotate top two options]

The impact will be a net positive for Canada

The impact will be a net negative for Canada

[Anchor] Not sure/Can't say

[ASK ONLY THOSE WHO HAVE HEARD AT Q1]

Q4. Have you ever tried any of these plant-based meat alternatives, like Beyond Meat, whether from a restaurant or grocery store?

Please select whichever options apply to you below.

Yes, have tried them

No, haven't tried

[ASK ONLY THOSE YES AT Q4]

Plant-Based Meat Substitutes

Q5. And, where have you tried these products?

At a restaurant or fast food place

At home

Both

[ASK ONLY THOSE NO AT Q4]

Q6. Okay, you've indicated you haven't tried plant-based meat alternatives before. How likely are you to try these products in the next three months?

Very likely – I'm looking forward to trying them

Fairly likely

Not that likely

Not at all likely – I have no plans to try them

[If tried]

Q7. How many times would you say you tried plant-based meat alternatives such as Beyond Meat?

Just once

A few times, less than five

Several times, more than five

[For those who have tried just once]

Q8. Would you try it again?

Absolutely

Maybe

Probably not

No

[ask all who tried]

Q9. And how do you feel about the taste?

Loved it

Liked it

Didn't like it

Hated it

[ask all who tried]

Q10. Thinking about the price, would you say it was...

Good Value – absolutely worth the price

Plant-Based Meat Substitutes

Decent value – comparable with meat-based proteins
Not very good value – I'd only purchase occasionally
Terrible value – too expensive for what it is

[ask all]

Q11. Now a few follow up questions. Are you:

Vegetarian (eat no meat, but consume some other animal products like dairy, eggs etc.)

Vegan (consume no animal products)

Semi-vegetarian or flexitarian (someone who eats vegetarian most of the time but occasional has fish or meat)

[ANCHOR] Neither vegetarian nor vegan – I eat everything, including meat and fish

[ASK BOTH "Semi-vegetarian or flexitarian" AND "Neither vegetarian nor vegan"]

Q12. And thinking about the amount of meat and/or fish that you eat ... which statement best describes you?

I'd like to cut back on the amount of meat and/or fish I eat

I'm satisfied with the amount of meat and/or fish I eat

I'd like to eat more meat and/or fish

[IF ANY OF TOP THREE at Q11]

Q13 You've indicated that you are either vegetarian, vegan, or flexitarian. What would you say are the main reasons you eat this way? Select all that apply.

[RANDOMIZE]

Animal Rights/Welfare

Weight management

Dietary restrictions – allergies, intolerances etc.

Concerns about health/diseases (heart disease, cancer)

Environmental/climate change

Cost of food

[Anchor][Exclusive] All of the above

Other, please specify

[If top option at q12]

Q14 What are the main reasons you have thought about eating less meat and/or fish?

Animal Rights/Welfare

Weight management

Dietary restrictions – allergies, intolerances etc.

Concerns about health/diseases (heart disease, cancer)

Environmental/climate change

Cost of food

Plant-Based Meat Substitutes

[Anchor][Exclusive] All of the above
Other, please specify