

It's not easy to go vegan

The Dutch are open to the option of replacing meat, eggs and dairy products with vegan alternatives but this is not always reflected in their behaviour. As the 2022 Agrifood Monitor shows, they find it difficult to switch. The Dutch lack the knowledge and skills to utilize vegan alternatives, according to the monitor. For example, they do not know how to cook vegan food, adapt recipes or eat a balanced vegan diet. Furthermore, people hardly experience any social pressure to eat vegan alternatives. For many people, personal benefits such as convenience, affordability and taste are more important than sustainability.

Info: mariet.vanhaaster@wur.nl