

Increasing the Role of Plant-based Diets in Policy



“Reduction of excess meat consumption is amongst the most effective measures to mitigate GHG emissions with a high potential for environment, health, food security, biodiversity and animal welfare co-benefits” (Intergovernmental Panel on Climate Change, 2022)

The Plant-based Food Alliance’s approach is designed to increase the take up of plant-based diets whilst supporting the Government's wider initiatives relating to environment, economy and health.

