
Contents

Preface	vii
Introduction	xi
Chapter 1. The Basis of Dietary Choices	1
1.1. The consumer in psychological theories	2
1.2. Thinking about food (cognition)	4
1.2.1. The two modes of thinking	5
1.3. Dietary anxiety (affect)	10
1.4. Measures for reducing dietary concerns	12
1.4.1. Food models or culinary systems	12
1.4.2. Public and private certification marks	14
1.5. Determinants of food consumption	16
Chapter 2. Meat and Me	21
2.1. The symbolism of meat	21
2.2. Dietary and nutritional aspects	25
2.3. Enjoyment	31
2.4. Health	34
2.5. Social aspects	35
2.6. Ethics	37
2.6.1. The importance of ethical motivations	41
2.6.2. Animal welfare	42
2.6.3. The (human) societal aspect	46
2.6.4. The environmental aspect	49

2.7. Spirituality	52
2.7.1. The Abrahamic religions	53
2.7.2. Non-Abrahamic religions	57
2.7.3. Animistic religions	59
2.7.4. Religion and dietary distinction	60
2.7.5. Religious collectivism and individualism: consequences for meat markets	61
2.7.6. Religious distinction and dietary hierarchies	63
2.7.7. Consequences for substitution strategies	63
Chapter 3. Available Protein Substitutes	65
3.1. Animal substitutes	66
3.1.1. Eggs and milk	66
3.1.2. Fish	74
3.1.3. Insects	83
3.2. Whole plant substitutes	91
3.2.1. Macroalgae	91
3.2.2. Pulses and vegetables	95
3.3. Plant substitutes obtained through separation methods	102
3.3.1. Single Cell Proteins (SCP)	102
3.3.2. Vegetable Protein Products (VPP)	110
3.4. Traditional vegetarian substitutes	117
Chapter 4. Acceptability of Substitutes	125
4.1. Conditions governing the diffusion of substitutes	125
4.2. Constructing an identity for the substitutes	127
4.3. Studying the product-market match	135
4.3.1. Consumer segments and their attitudes towards substitutes .	136
4.3.2. Causal Cognitive Chains	143
4.3.3. Repertory Grid Analysis	145
4.3.4. Multifactorial map analysis	150
Conclusion	179
Bibliography	183
Index	197