

Socioeconomics in Agriculture

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Stefan Mann: Lecture 8 „The economics of veganism and vegetarianism”

The Lecture in one sentence:

Some developments in Western societies indicate that we have a transformation of animal production ahead of us.

You should, at the end of the lecture

- know the determinants of religious fasting
- know the main ethical approaches towards killing and eating animals
- be able to explain the concept of speciecism
- know the dynamics on the meat market that are linked to veganism, vegetarianism and flexitarianism
- be specifically able to discuss gender differences in meat consumption patterns
- know attitudes towards meat consumption by meat eaters

Further reading:

Mann, S., R. Necula (2020): Are vegetarianism and veganism just half the story? Empirical insights from Switzerland. *British Food Journal* 122 (4) 1056-1067

Necula, R., S. Mann (2020): The renaissance of fasting – evidence from a religious location in Europe. *Forum for Social Economics* 49 (4) 446-464

Rothgerber, H. (2020): Meat-related cognitive dissonance: A conceptual framework for understanding how meat eaters reduce negative arousal from eating animals. *Appetite* 146, 104511

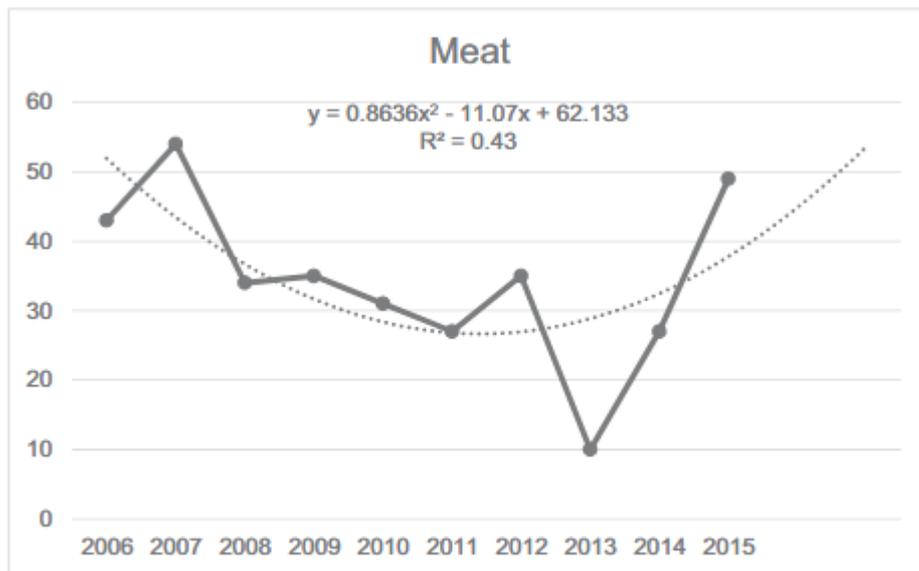
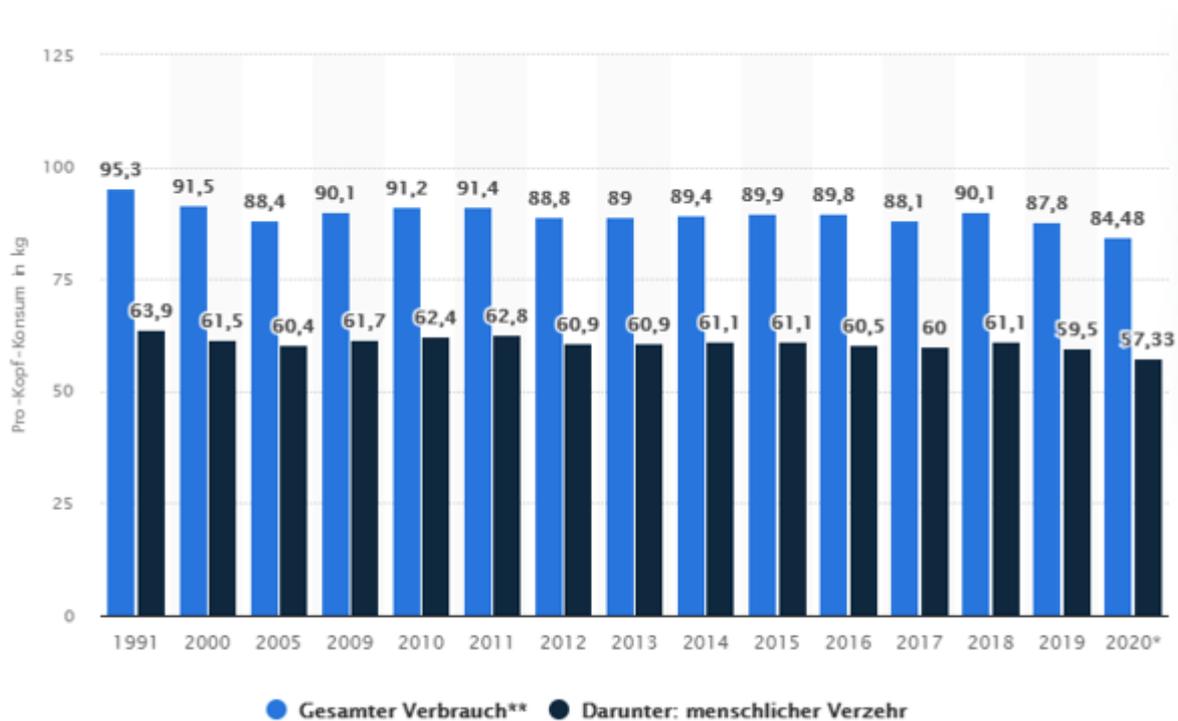
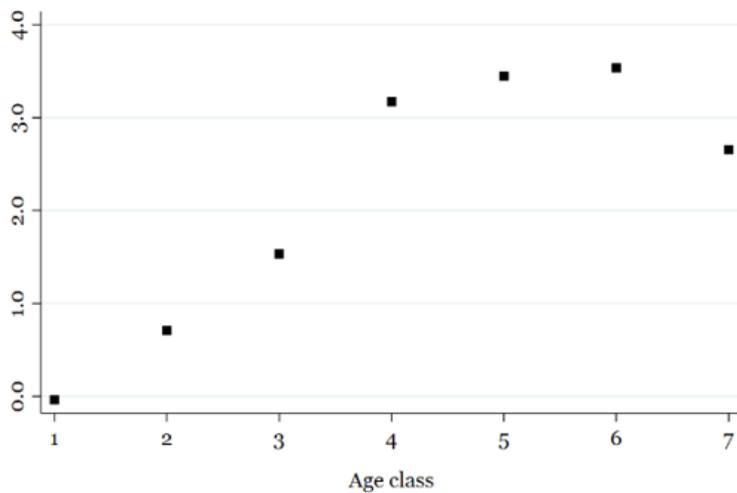
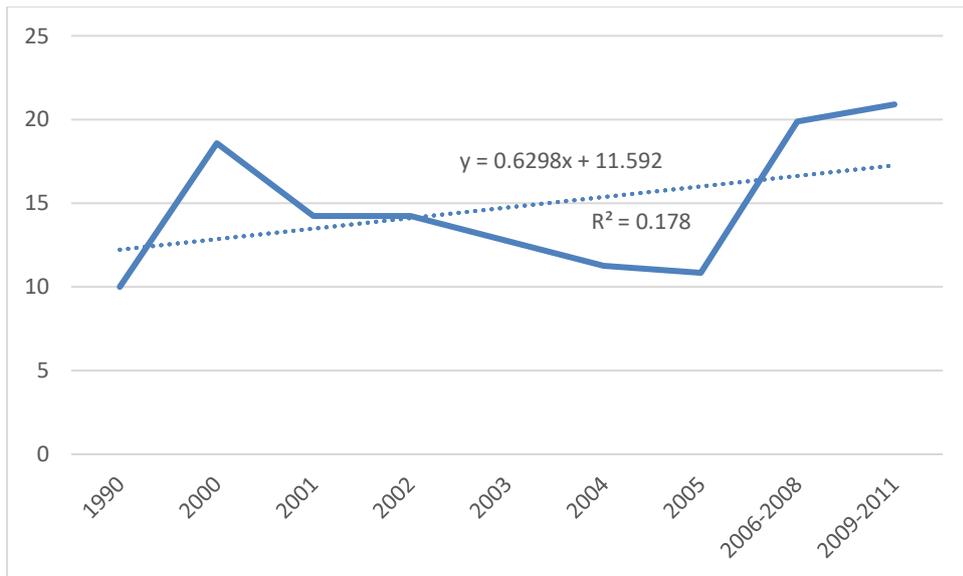


Figure 3: The trend for the period 2006–2015 for the number of households consuming less than 1 kg of meat in the month of March (2013: April)





0-4	5-11	12-20	21-35	36-50	51-65	66-80
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R. On the one hand, I try to only buy meat which is reduced. Meat produced in Switzerland that is reduced, because it is overaged in the shop, so because it expires in the shop.

That's what I buy. I thus have restricted myself, that the meat will not be destroyed, right? But (...) yes, like yes, I simply, I like meat, but I stop liking it if it er, (...) yes if it breaks all like rules, yes. Don't you have more questions? (Laughs)

I: Yes, yes.

R. It is difficult.

P: Sometimes I think like, yes look, every time when I eat meat, a critter has simply died.

I: Yes

P: And I eat it now.

I: Yes

P: I cannot do anything about its death, but I find this is already something, simply this consciousness

I: Yes.

P: that is such a critter, it has lived, it maybe has been a mega nice (...) sheep or so (laughs)

I: Yes, right, yes.

P: I don't know, right?

I: Yes

P: If you think about that, then, then (...) no idea, I believe that automatically you'll change your eating habits a bit, but you know, no idea.