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RESILIENCE TO ENVIRONMENTAL PRESSURE THROUGH QUALITY FOOD DEMAND: MEAT CONSUMPTION IN ROMANIA

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Abstract

The paper focuses on Romanian consumers' habits and perceptions related to meat consumption, following that it is deeply embedded in their dietary food culture. The aim of this study was to determine the main directions for achieving environmental resilience through meat consumption. The novelty of the study originates from underlying consumers' contribution to sustainable development on two pillars – “buy less, eat the same” and “buy less, eat less”. Statistical analysis revealed that 13.3% of meat is perceived to be wasted, which is significantly less than other food waste ($Z=-5.485$, $p=0.000$). Two thirds (65.1%) of tested people eat meat at least 4 days/ week and, when an environmental motivation is added, 67.7% of them are willing to make a high reduction of their meat intake, casting light on a pro-environmental attitude. Based on the results, Romanian consumers should be considered as reliable partners in finding new ways for meat consumption reduction that can alleviate environmental pressure.

Keywords: consumer, environment, meat, resilience, wastage

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