

# Red meat - factors affecting food choice

## Who, what, when and where

- Eating alone, with family or friends
- Meal or snack
- Time of day
- Day of the week
- Occasion
- Celebration
- Location, e.g. at home, school or work, at a restaurant, on the go



## Consumer information

- Packaging, nutrition and health claims
- Advertisements
- Point of purchase information
- Product placement
- Recipe ideas
- Media
- Online blogs/forums



## Social and economic considerations

- Income
- Cost of food
- Lack of cooking skills
- Long hours at work
- Labour saving equipment
- Wider range of convenience foods
- Greater food availability
- Smaller households



## Food provenance

- Farm/food quality assurance
- Seasonal foods



## Beliefs and values

- Religion
- Culture, tradition and heritage
- Lifestyle choices
- Food ethics



## Health and well-being

- Age
- Gender
- Physical activity
- Health status
- Mood
- Body image
- Peer pressure
- Allergy and intolerance
- Mental health



## Food preferences

- Personal likes and dislikes
- Taste, aroma, texture, appearance, shape and colour of food
- Serving style
- Colour, size and shape of crockery and cutlery used
- Portion size



## Red meat

Lean red meat (beef, pork and lamb) can be part of a healthy balanced diet. It has a high nutrient density containing high biological value protein and key minerals, particularly iron and zinc. It is also an important source of B vitamins, including B12 - which is not found naturally in foods of plant origin.

