

# FOOD CONSUMPTION BEHAVIOURS POST COVID-19

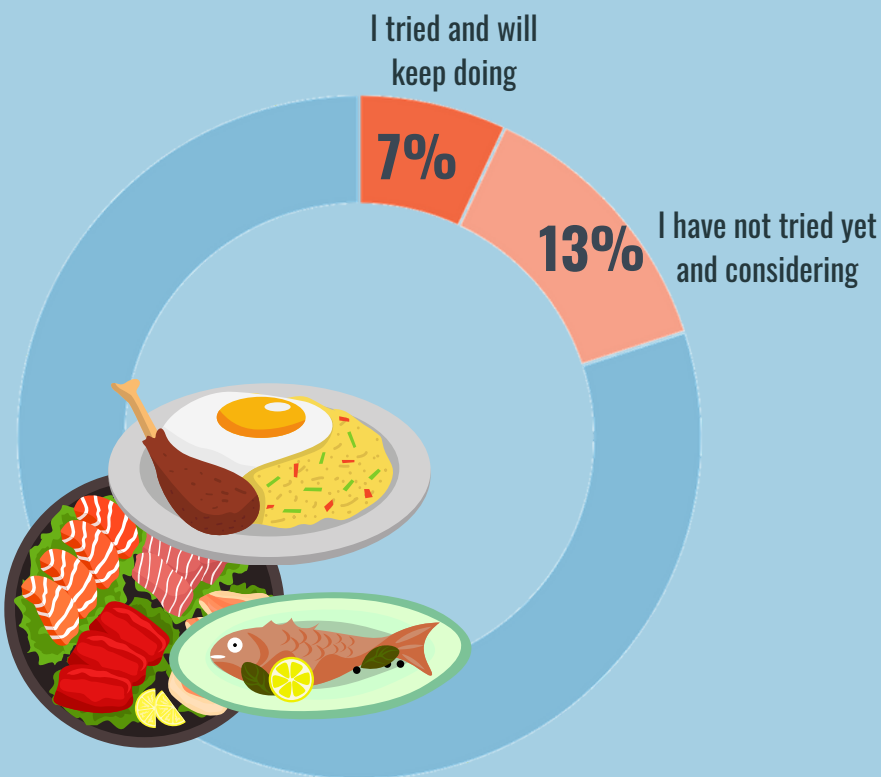
July 2020



in partnership with  
maru/BUE

## % REDUCED MEAT CONSUMPTION

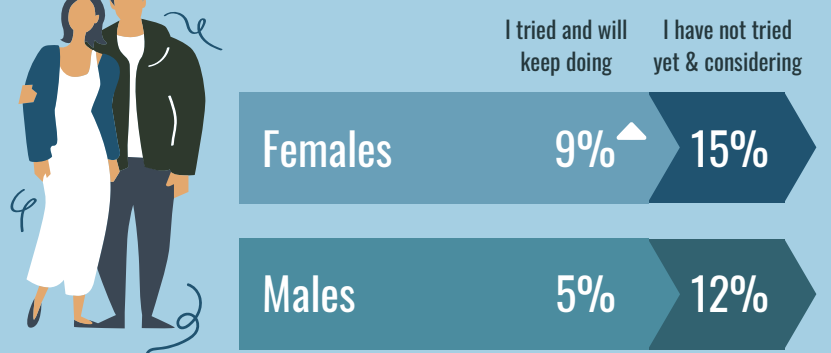
Post COVID-19, 7% of Canadians have tried to reduce meat consumption and nearly twice as many are open to doing so. Women, BC, Quebec and Ontario consumers are most likely to have tried reducing meat with the intent to keep it up vs. other provinces.



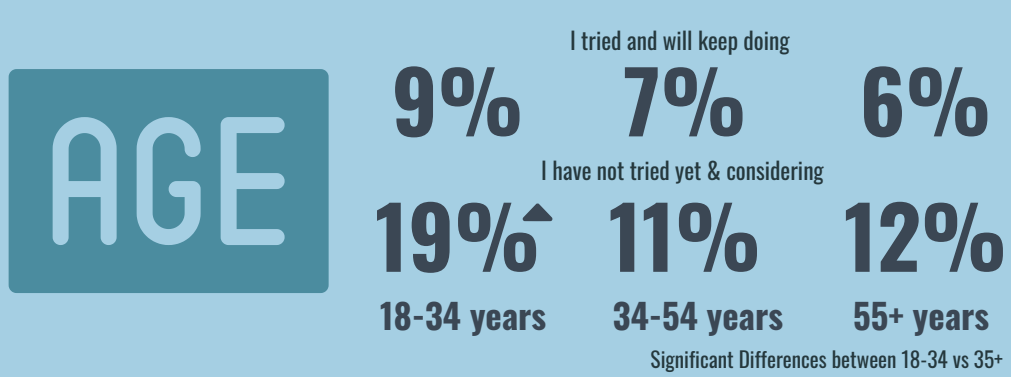
### Significant Differences by Region

Region	I tried and will keep doing	I have not tried yet & considering
British Columbia	▲ 11%	14%
Quebec	▲ 8%	16%
Ontario	▲ 8%	11%
Alberta	5%	13%
Manitoba & Saskatchewan	1%	14%
Atlantic	1%	16%

### Significant Differences by Gender



### Significant Differences by Age

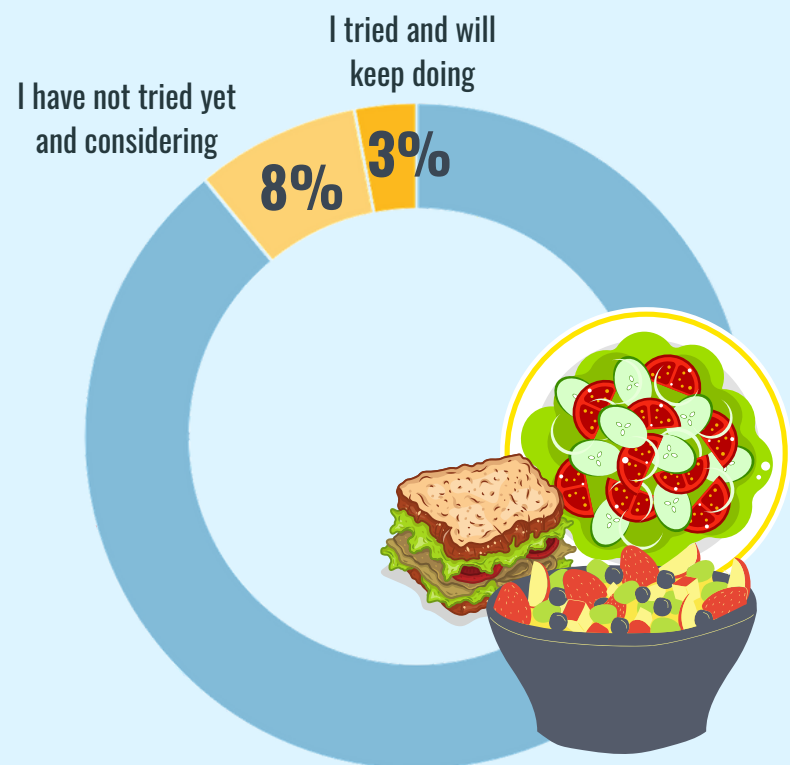


## % EXPERIMENTING VEGAN / VEGETARIANS

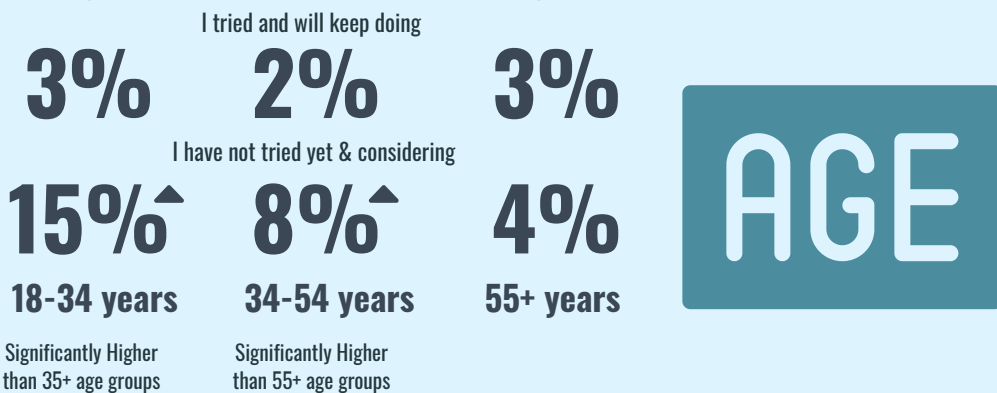
Fewer Canadians overall have experimented with being a vegan or vegetarian during COVID-19 vs. meat consumption reduction. However, 18-34 year olds and women are more open to adopting this diet/lifestyle.

### Significant Differences by Region

Region	I have not tried yet & considering	I tried and will keep doing
Ontario	9%	4%
British Columbia	7%	3%
Quebec	8%	3%
Alberta	7%	1%
Manitoba & Saskatchewan	10%	1%
Atlantic	5%	-



### Significant Differences by Age



### Significant Differences by Gender

