

Project PlantPro – Accelerating an efficient green consumer transition
Project nr 0224-00044B

PlantPro Challenge study – Summary of results



MAPP CENTRE – RESEARCH ON VALUE CREATION
IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY



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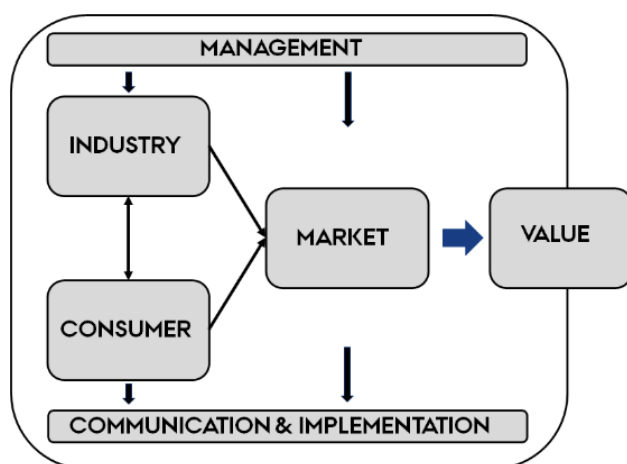
PlantPro project

The project PlantPro contributes to accelerating an efficient green consumer behaviour transition towards more plant-rich diets and reduced food waste. It aims to fill a knowledge gap on factors that drive consumer behaviour change towards more sustainable plant-rich diets and upcycled foods and greater acceptance of sustainable food technologies.

PlantPro is funded by Innovation Fund Denmark. The project runs for three years, from 1 April 2021 to 31 March 2024. The project is a collaboration between the MAPP Centre at the Department of Management at Aarhus University, Department of Food Science at University of Copenhagen, Copenhagen Business School, Plantebranchen, Dansk Vegetarisk Forening, Thinktank OneThird, Simple Feast, Beyond Coffee, Circular Food Technology, Møllerup Brands, Food Innovation House, Orkla, Naturlig, Planteslagterne, Upfield, Eachthing, Rema1000, Fair Trees, and Nemlig.com.

Throughout the project, PlantPro identifies key success factors in industry and societal transitions, maps consumer factors that determine acceptance and behaviour across consumer lifestyle groups, assesses environmental impact, and measures the effect of nudging, information, and motivation on behavioural change in public and private settings under real-life context. It delivers a catalogue of marketing and policy actions.

The commercial value created consists of market growth for innovative plant-based food and food upcycling businesses. The societal value created consists of the achievement of climate targets and sustainable development goals. The overall goal is to contribute to the development that a greater share of the broader population consumes more plant-rich diets in ways that at the same time reduce food waste in the system.



The work package structure focuses on the industry (WP1), the consumer (WP2), and the interplay of both in the market (WP3). WP4 consists of the management of the project, and WP5 entails communication and implementation.

WP1 aims to identify which key success factors shape sustainable industry and societal transitions in the food and other sectors, in Denmark and abroad. WP2 aims to map the consumer factors that determine the acceptance and behaviour across

different consumer lifestyle groups, and the respective environmental impact of it. WP3 aims to assess the impact of actions to nudge, inform or motivate behaviour change among consumers in different public and private choice contexts.

See more at <https://mgmt.au.dk/plantpro>

Why this study was done

There is a growing consumer trend towards ‘sustainability’ in the food area, which is, amongst others expressed in an increased demand for plant-based alternatives (SmartProtein 2021). However, so far, the self-reported intentions to eat more sustainably and to reduce meat that are observed in many surveys, are not yet translating into larger-scale demand shifts in the marketplace. Consumer studies find many barriers to change, ranging from amongst availability and affordability of products over to negative perception of taste; Not least, studies find that consumers are unsure about how to cook with less or no meat, or how to use alternatives to animal-based products (Aschemann-Witzel et al. 2021).

Producers of plant-based alternatives or plant-based products that are crucial for a more plant-based diet might hope for favourable future market developments, based on consumer intentions to change their diets. However, the new innovation of more plant-based eating is hampered by the barriers that are characteristic for the ‘chasm’ between the early adopters and the early majority – for example, retailers do not want to stock more variety if demand is not stronger, but demand might not be stronger before there is more variety, and prices do not fall before there are more economies of scale in distribution. Similarly, consumers can only get more acquainted with other tastes and recipes if they are more exposed to these, but this cannot happen until they might have tasted products or meals at public canteens, their friends’ house or heard about how easy this recipe is from other peers (Gonera et al 2022).

Figure 1. Aim of the study and recruitment flyer.

How does perception, attitude and behaviour change while eating more plant-based?

- What are opinions and beliefs about plant-based food and eating before versus after?
- How does perceived capability in eating more plant-rich change through trying to do so?
- Which experiences and observations do participants have on products, meals, barriers and solutions?



Source: Own.

Assumption behind the approach

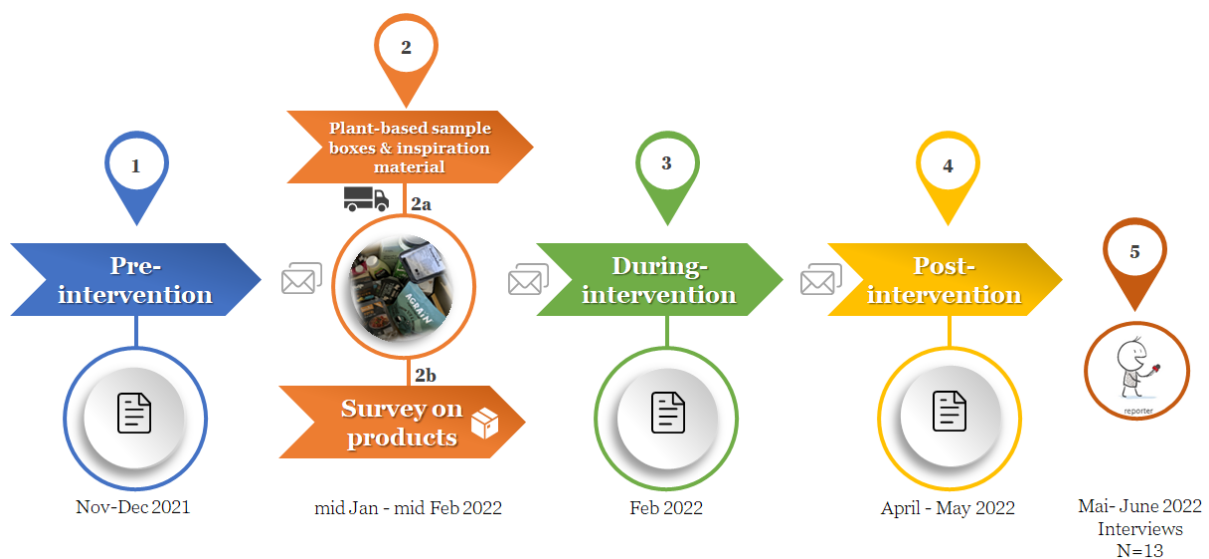
In this study, we propose that marketers can contribute to solving the gap between consumer motivation and their actual behaviour, by designing a playful approach, a ‘challenge’ for consumers, consisting of signing up to be part of a group that commits to eating more plant-based for a period of time, while receiving product samples, recipes, and information.

The idea is modelled on movements or campaigns such as the ‘Veganuary’ (Veganuary 2022). It is built on the assumption that when motivation for a consumer behaviour change is present, it is amongst others important to strengthen implementation intentions and perceived capability in order to reduce the attitude-behaviour gap (Carrington et al. 2014). Intentions are made more concrete via the implementation intention entailed in signing up for the challenge, which also serves as a so-called ‘self-nudge’. A self-nudge is an action in which a consumer self-imposes a ‘nudge’ that helps him or herself towards achieving a desired behaviour (Torma et al 2017). Perceived capability is altered during the ‘challenge’ because access to products and recipes is made easier, and once having tried out using a product or a recipe, it is perceived as easier to do it again.

Method

We recruited 122 motivated consumers from among over 200 who showed first interest in the ‘challenge’ among one Danish municipality in the fall of 2021. The challenge was scheduled for mid-January to mid-February and consisted of committing to eating relatively (but not exclusively) more plant-based during the four weeks. The participants filled out a survey about amongst others their consumption, perception of barriers, and specific perceived ‘self-efficacy’ for reducing meat consumption at three points in time, which was before, during, and two months after the challenge (called pre-intervention, during the intervention, and post-intervention). The data analysed is from the 63 households who completed all surveys. 13 households were also interviewed, in order to couple quantitative with qualitative insights. Selected results from the quantitative data are presented in the following.

Figure 2. Study data and sequence.

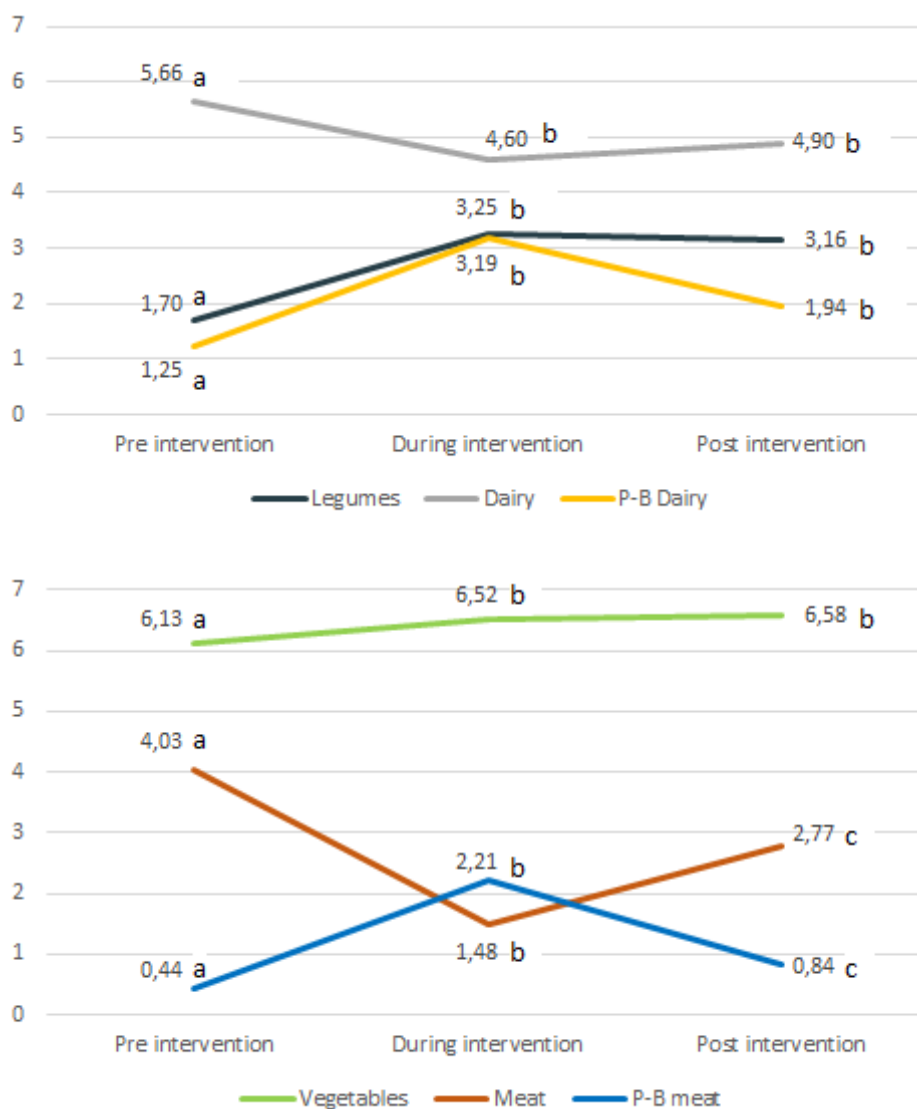


Source: Own.

Results

Participants reported a significantly reduced frequency of consumption of animal-based products (meat and dairy) and higher frequency of consumption of plant-based alternatives, legumes, and vegetables, not only during the challenge, but also two months after the study.

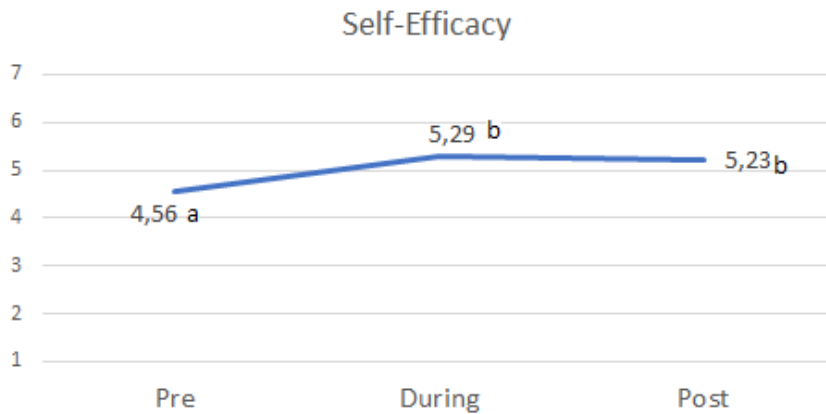
Figure 3. Changes in consumption of different food categories.



Source: Own. Notes: ‘PB’ stand for ‘plant-based’. Different letters indicate significant differences – that means, if the same line - for example, the red line for ‘Meat’- has an ‘a’ in the pre-intervention survey, but a ‘b’ during the intervention and a ‘c’ after the intervention, it means that meat consumption frequency significantly dropped from pre- to during, and then significantly increased to post-intervention, but post-intervention levels were still significantly lower than pre-intervention. In the example of legumes, the reported frequency significantly increased, but then stayed more or less the same after the intervention.

Results show that participants' self-efficacy to reduce meat consumption increased between before the challenge and two months after the study.

Figure 4. Changes in self-efficacy from pre- intervention to during and two months after (post).



Source: Own. Notes: Different letters indicate significant differences.

Examples of perceived barriers included the availability of plant-based products (see barrier 5) or the knowledge on how to prepare them. These and other perceived barriers towards plant-based eating, decreased significantly over time.

Figure 5. Barriers towards plant-based eating pre- and post-intervention.

| | Pre | Post | |
|--|------|------|--|
| I think that you cannot get all of the iron or protein from plant-based eating that one should consume (Barrier 1) | 2.77 | 2.44 | |
| I don't know how to prepare plant-based meals (Barrier 3) | 3.76 | 2.21 | |
| I don't know what to eat instead of lots of animal-based products (Barrier 4) | 3.76 | 2.29 | |
| The plant-based foods I would need are not available where I shop or eat out (Barrier 5) | 3.52 | 2.71 | |
| It takes too long to prepare plant-based meals (Barrier 6) | 3.44 | 2.73 | |
| <hr/> | | | |
| I think that eating plant-based increases the digestive issues like indigestion or flatulence (Barrier 2) | 2.29 | 1.85 | |
| I don't want people to think I'm being difficult or too alternative (Barrier 7) | 2.63 | 2.53 | |
| I don't want people to judge me for my food choices (Barrier 8) | 2.34 | 1.92 | |
| I don't want to be part of the Us vs. Them narrative when it comes to eating meat or plant-based foods (Barrier 9) | 3.92 | 3.85 | |

Source: Own. Notes: The barriers above were significantly reduced, the ones below did not significantly change.

Conclusion

We conclude that marketers – whether in commercial or social marketing - can make use of a combined activity such as a playful ‘challenge’ to trigger a dietary shift as well as a shift in perception of ‘how difficult it is’ to eat more plant-based. The challenge provides an opportunity to ‘get started’ for consumers.

Such an activity could be included in existing customer loyalty schemes or be advertised on the website, in newsletters or amongst the promotional offers.

It needs further exploration, however, how sustained this shift can be for the participating consumers. Also, for a commercial actor, it would be of interest to assess how well the investment in such an activity relates to return in terms of an increase in sales and how communication about the ‘challenge’ can magnify the impact also to those consumers not participating in the challenge themselves.

Figure 6. PlantPro Challenge – recruitment flyer.



#PlantProChallenge

Skanderborg Kommune og Aarhus Universitet søger lige nu 100 familier, der har lyst til at udfordre egne madvaner.

I én måned skal I spise mere plantebaseret kost og fortælle os, hvad I synes om det.

Projektet foregår fra midt januar til midt februar 2022.

Alle deltagere får

- En start-box med plantebaserede fødevarer, du kan bruge i din madlavning, inkl. opskrifter til inspiration (i projektets 1. uge)
- En top-up-box med flere/nye plantebaserede fødevarer til madlavningen morgen, middag og aften (i projektets 3. uge)
- Et gavekort som tak for hjælpen, når forsøget er gennemført.
- Invitation til inspirationsaften i april 2022, hvor forskerne bag forsøget præsenterer forsøgets resultater

Nysgerrig?
Læs mere på: skanderborg.dk/plantpro

Source: Own.

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Note: A slightly longer version of this text has been submitted to the scientific EMAC (European Academy of Marketing) Conference 2023 under the title ‘Can marketers offer a ‘self-nudge’ towards more plant-based eating? Change in consumption, self-efficacy and perceived barriers during a plant-based challenge, by authors Aschemann-Witzel, J., Stancu, C.M., Mulders, M. D.G.H., Grønhøj, A.

About this document

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Contact:

Jessica Aschemann-Witzel jeaw@mgmt.au.dk, MAPP Center, Department of Management, Aarhus University, Denmark.

Acknowledgement and transparency on involvement¹:

This research study was conducted by the AU research team. The research colleagues from CBS and KU provided feedback on the research design. Partners in the project provided comments to the idea of the study and contributed with products for the participants. Data collection, data analysis and data interpretation has been done by the AU research team. Only the researchers have access to the data.

We thank the collaborators from Skanderborg municipality who helped in the recruitment of participants and organised the information evening for participants, and the AU colleagues and friends who helped in packing and delivering the product boxes to the participants. Also, we thank all participants for their participation.

¹ In line with the AU BSS Principles on responsible scientific conduct, see: https://medarbejdere.au.dk/fileadmin/user_upload/Principles_on_responsible_scientific_conduct_at_Aarhus_BSS_final_160915.pdf

Appendices

Please find all information, links, photos etc. that had been sent to the participants or provided for the participants during the study on the website, in the following. Original texts are in Danish.

Appendix A – Main explanation of the challenge

PlantPro Challenge

Målet for studiet:

Vi vil undersøge hvordan forbrugeres opfattelse, holdninger og adfærd ændrer sig, når de forsøger at spise mere (men ikke udelukkende) plantebaseret. Dette inkluderer hvad du synes om produkterne og hvilke tips hjælper dig samt hvilke udfordringer du oplever. Resultaterne skal hjælpe virksomheder, NGOs og politikere til at gøre det at spise plantebaseret lettere og mere attraktivt for forbrugere. Jeres deltagelse i udfordringen og dine besvarelser og feedback hjælper os til at opnå dette mål!

Studiets “ingredienser”:

Ingredienserne er først og fremmest jer som deltagere og hvordan du finder motivation, kreativitet og viden til at klare udfordringen. Derudover er det produktksemplerne du får i inspirationskasse 1 og 2, samt informationen, inspirationen og opskrifterne, der også findes i kasserne og på e-mail. Den sidste ingrediens er alt andet du finder information og inspiration i – f.eks. tips, opskrifter og blogs fra familie, venner, TV-kokke osv.

Virksomhederne i studiet:

Først og fremmest vil vi gerne understrege, at der i dette studie medvirker en række forskellige virksomheder som fungerer som partnere og/eller deltager i PlantPro Challenge ved at levere produkter til inspirationskasserne. De ser selvfølgelig frem til at høre jeres tanker og feedback til deres produkter, men PlantPro studiet er ikke et kommercielt men offentligt finansieret studie og vores resultater vil være tilgængelig for alle. Jeres data vil udelukkende blive analyseret af forskere, og virksomheder vil kun blive præsenteret for overordnede og sammenfattede resultater. Derudover har vi i inspirationskasserne suppleret med produkter vi har købt, således at kasserne indeholder forskellige eksempler på hvilke plantebaserede produkter man kan bruge i en plante-rig kost.

Det praktiske

Levering af inspirationskasser:

Vi pakker og leverer den første inspirationskasse lørdag d. 15. Januar i tidsrummet 9:30-15:30. Anden inspirationskasse vil blive leveret lørdag d. 29. Januar i tidsrummet 9:30-15:30.

Såfremt I ikke er hjemme, må I gerne oplyse os om vi må stille kassen et sikkert sted udenfor jeres dør eller hos en nabo. Dette kan blot gøres ved at skrive os på email. Der vil i inspirationskasserne være produkter, der skal være på køl. Disse produkterne vil blive leveret i en termopose, og såfremt I ikke er hjemme vil der blive lagt et køleelement i posen. Vi håber, at I vil bære over med os, hvis leveringen af kasserne ikke går helt så problemfrit, som

I måske kender det fra de professionelle fødevareleveringsfirmaer - vi er en gruppe forskere, der gør det så godt som vi kan! □ Til stor ærgrelse for nogen af vores partner virksomheder, har vi valgt ikke at inkludere frostvare, da vi ikke kan sikre, at produkterne forbliver frosne under transport. Vi vil i stedet gerne opfordre jer til selv at gå på opdagelse i jeres nærmeste (online) supermarked!

Skanderborg kantine:

Skanderborg Café Fælledens køkkenchef og hans team skylder vi stor tak - for at modtage varer fra virksomhederne i studiet, for at lade os pakke inspirationskasser på en lørdag, og forsørge os med lækker kaffe og sandwich!

Corona:

Vi vil selvfølgelig følge alle COVID-19 relaterede restriktioner, og når vi leverer jeres inspirationskasse sætter vi kassen udenfor jeres dør, banker/ringer på og venter på afstand for at sikre os, at I har modtaget jeres kasse.

Vi håber, at I føler jer velinformeret og klar til PlantPro Challenge – ellers skal I endelig kontakte os på plantpro.au@gmail.com eller finde information på vores hjemmeside.

Appendix B – Contents of boxes and recipe ideas as well as tips

Box 1:

Produktoversigt for første inspirationskasse:

- Creamy Original – Upfield (<https://violifefoods.com/da/product/creamy-original/>)
- Viospread – Upfield (<https://violifefoods.com/da/product/viospread/>)
- Røde Linser – Urtekram (<https://www.urtekram.dk/Foedevarer/beans-seeds-and-lentils/rode-splitlinser/>)
- Plantepostej Klassisk – Hanegal (<https://hanegal.dk/wp-content/uploads/2020/01/Plantepostej-Klassisk.pdf>)
- Naturli' Hakket – Naturli' (<https://www.naturli-foods.dk/produkter/hakket-2/>)
- Havredrik – Naturli' (<https://www.naturli-foods.dk/produkter/naturli-havredrik/>)
- Smørbar - Naturli' (<https://www.naturli-foods.dk/produkter/smoerbar/>)
- Becel Flydende – Upfield (<https://www.becel.com/da-dk/produkter/becel-original>)
- Chiafrø - Valsemøllen (<https://www.valsemollen.dk/produkter/oekologiske-chiafroe/>)
- Røde Kidney Bønner - Orkla (<https://www.beauvais.dk/products/red-kidney-beans/>)
- Sorte Bønner - Orkla (<https://www.beauvais.dk/products/black-beans/>)
- Kikærter - Orkla (<https://www.beauvais.dk/products/kikaerter/>)
- Gul Thai Karry – Simplefeast (<https://simplefeast.com/dk/essentials/comfort-food/gul-thai-karry>)

Produkterne fra Upfield, Hanegal, Naturli', Orkla og Simplefeast er forsynet af PlantPro partnere. I kan finde en oversigt over PlantPro projektets partnere her: <https://mgmt.au.dk/da/plantpro/om-os>. Jeres feedback vedrørende produkterne vil blive delt med partnerne – dog vil dette blive videregivet på et overordnet og derfor ikke et individuelt niveau. Produkterne fra Urtekram og Valsemøllen er købt og forsynet af Aarhus Universitet. Udover produkter vil kassen også indeholde en plakat med de danske kostråd samt pjecer forsynet af Dansk Vegetarisk Forening.

Herunder kan I finde inspiration, tips og opskrifter til hvordan I kan gribe PlantPro Challenge an:

Er I ikke sikre på hvilke basisvarer man bruger til at lave veganske retter? Det kan I finde lige her. Du er sikkert allerede bekendt med nogle af dem, og andre vil måske overraske dig! <https://miasommer.org/2019/03/10/mit-veganske-koekken/>

Klimaudfordringen, som er et samarbejde mellem PlanteVækst, Greenpeace og Dyrenes Alliance, har samlet nogle af deres favorit opskrifter for begyndere. Dem kan du finde lige her: <https://klimaudfordringen.dk/madplaner>

Thomas Erex, forfatter og leder hos PlanteVækst, deler veganske opskrifter og tips til hvordan man følger en vegansk kost på hans blog "Kærlighed og Kikærter". Bloggen kan findes lige her: <https://thomaserex.com>

Simplefeast, en fødevarer virksomhed med fokus på økologiske og plante-baserede måltider, har en opskriftsapp, hvor I kan finde nemme plante-baserede opskrifter til hele familien. Appen kan downloades her:

IOS (<https://apps.apple.com/us/app/id979525007>)

Android (<https://play.google.com/store/apps/details?id=com.simplefeast.android.app>)

Forslag til opskrifter der passer på produkterne I første inspirationskasse:

- <https://meyers.dk/opskrifter/knaekbrod-med-horfro-og-graeskarkerner/p/71514/>
- <https://www.valdemarsro.dk/chiagroed/>
- <https://www.naturli-foods.dk/opskrifter/chili-cin-carne/>
- <https://www.valdemarsro.dk/kikaertegryde/>
- <https://www.valdemarsro.dk/humus/>
- <https://www.valdemarsro.dk/dhal-med-raita/>
- <https://www.naturli-foods.dk/opskrifter/bean-brownies/>

Box 2:

Produktoversigt for anden inspirationskasse:

- Mature Cheddar-smag Skiver (Violife) (<https://violifefoods.com/da/product/mature-cheddar-smag-skiver/>)
- Revet Mozerella-smag (Violife) (<https://violifefoods.com/da/product/revet-mozzarella-smag/>)
- Rødbedeboffen (Planteslagterne). OBS dette produkt er normalvis frossent, og kan holde sig 14 dage på køl efter det er optøet. Det vil sige, at det kan holde sig 14 dage på køl efter I har modtaget det I anden inspirationskasse. En påmindelse om den ændrede holdbarhedsdato er inkluderet I inspirationskasse.
<https://planteslagterne.dk/roedbedeboeffen/>
- NATURLI' Pipfri (Naturli') (<https://www.naturli-foods.dk/produkter/pipfri/>)
- Havre Cuisine (Naturli') (<https://www.naturli-foods.dk/produkter/havre-cuisine/>)
- Vegan Block (Naturli') (<https://www.naturli-foods.dk/produkter/vegan-blok/>)
- DO NOT! CALL ME M_LK (Naturli') (https://www.naturli-foods.dk/produkter/naturli-do-not-call-me-m_lk/)
- Ærte Drik (Dryk) (<https://dryk.dk/pea-drink/>)
- Danske Anicia Linser (PureDansk) (<https://puredansk.dk/products/danske-anicia-linser-300g>)
- Crisps Salt (Agrain by Circular Food Technology) (<https://en.agrainproducts.com/product/crisps-salt> og <https://en.agrainproducts.com/product/crisps-the-italian>)
- KIK Remo (Bähncke) (<https://www.orkla.dk/products/bahncke-kik-remo/>)
- Tears of Joy Chili Paste (Simple feast) (<https://simplefeast.com/dk/essentials/spreads/tears-of-joy-chili-paste>)
- Økologisk Tofu (<https://www.nemlig.com/tofu-oeko-5023624>)
- Veganske håndlavede flødebolle (Glean) (<https://glean.dk/product-category/floedeboller/>)

Produkterne er forsynet af Upfield, Naturli', Orkla, Glean, PureDansk, Dryk, Planteslagterne, Agrain og Simplefeast. Heraf er flere af disse PlantPro partnere. I kan finde en oversigt over PlantPro projektets partnere her: <https://mgmt.au.dk/da/plantpro/om-os>. Jeres feedback vedrørende produkterne vil blive delt med partnerne – dog vil dette blive videregivet på et

overordnet og derfor ikke et individuelt niveau. Økologisk tofu er købt og forsynet af Aarhus Universitet. Udover produkter vil kassen også indeholde en plakat med sætryk af Madpyramiden, som er tegnet af grafiker og illustratør Mads Berg (2019). Plakaten er foræret af Coop.

Forslag til opskrifter der passer på produkterne I anden inspirationskasse:

- <https://www.naturli-foods.com/recipes/cinnamon-rolls/>
- <https://planteslagterne.dk/roedbedeburger-med-fritter/>
- <https://www.foodappeal.dk/opskrift/eventyrlige-frankly-nachos-med-naturli-chickfree/>
- https://puredansk.dk/blogs/opskrifter/chokoladebrud-med-ancia-linser?_pos=5&_sid=f8b3e638b&_ss=r
- <https://micadeli.dk/karamelliseret-tofu/>
- <https://www.naturli-foods.com/recipes/potato-soup-with-chives/>
- <https://puredansk.dk/blogs/opskrifter/linsefrikadeller>

Appendix C: More recipes and inspiration for and more information about legumes, tofu, protein, iron, plant milk

Opskrifter og inspiration:

Find nemme, smagfulde og selvfølgerlig plante-baserede opskrifter hos PlanteRødderne lige her: <https://www.planteroedderne.com/opskrifter>

Hos PlantePusherne kan man også finde et stort katalog med børnevenlige plante-baserede retter, så selv de mindste i familien får nogle gode og spændende plante-baserede madoplevelser. <https://plantepusherne.dk/kategori/boernevenlige-veganske-opskrifter/>

Hvis du stadig ikke helt ved, hvordan du skal gribe udfordringen an, så har Vegansk for begyndere lavet en guide med 10 steps til, hvordan du kommer godt i gang. Her kan du finde opskrifter, en oversigt over hvor du kan finde alle der nye specielle ingredienser med mærkelige navne og meget mere. <http://veganskforbegyndere.dk/10-step-guide-til-en-mere-plantebaseret-kost/>

I denne video med madblogger Mia Sommer og diætist Maria Felding lavet i samarbejde med Anima, deler Mia og Maria deres bud på børnevenlige retter og hvordan man kan spise plantebaseret - selv på de dage, hvor det gerne bare må gå lidt hurtigt. Videoen kan finde her: [Kom godt i gang med det grønne køkken](#)

Bælgfrugter:

Bælgfrugter som bønner, linser og kikærter har været basiskost i årtusinder i andre verdensdele, men i Danmark er bælgfrugter en overset fødevare. Bælgfrugter er blandt andet rige på protein, jern, calcium, zink og kostfibre. Der findes mange forskellige slags bælgfrugter, nogle er hurtige at tilberede (f.eks. røde, grønne og sorte linser og mungbønner), mens andre anbefales at ligge i blød natten over (f.eks. kidneybønner, hvide bønner og kikærter). Hvis du selv vil koge dine bønner og kikærter, kan det godt betale sig at koge dem i store mængder og fryse dem ned i mindre portioner, så du har dit eget lager i fryseren - klar til at hælde i en suppe, gryderet eller lave hummus af. Bønner anbefales at ligge i blød 8-12 timer for at gøre dem blødere og nemmere at koge møre, og så skal de koges 30-60 minutter, indtil de er møre. Det er vigtigt, at de koges møre (så de er så bløde, at de kan moses med en gaffel), da der er lektiner (giftstoffer) i nogle bønner, som ødelægges ved kogning. Hvis du vil springe iblødlægningen over, skal bønnerne blot koges længere tid. En trykkoger er meget velegnet til at koge bønner uden iblødlægning relativt hurtigt. Bælgfrugter kan også købes på dåse i de fleste butikker, og de er klar til at bruge lige fra dåsen. Så start gerne med at bruge dåsebønner (eller pose, da de også findes færdigkogt i små poser) for at gøre det så nemt som muligt for dig selv.

Tofu:

Tofu har mange anvendelsesmuligheder og kan derfor bruges i mange forskellige retter. Tofu smager næsten ikke af noget i sig selv, hvilket betyder, at den vil suge lige den smag til sig, som du har lyst til at krydre den med - salt, sød, umami eller stærk. Skær den i tern og steg

den på panden sammen med sojasovs, citronsaft, olie, løg og hvidløg, indtil tofu-ternene er gyldne og sprøde.

Prøv fx Karamelliseret Tofu - <https://micadeli.dk/karamelliseret-tofu/>

Er du usikker om soja er sundt eller ej, læs evt. videre her <https://diaetist-felding.dk/artikler/svar-paa-alle-dine-spoergsmaal-om-soya/>

Protein:

Vores behov for protein dækkes nemt på en plantebaseret kost, og hver eneste plante indeholder hver eneste essentielle aminosyre. Vidste du eksempelvis, at sojabønner indeholder næsten dobbelt så meget protein som kylling? Flere informationer om den diskussion kan læses her <https://diaetist-felding.dk/artikler/protein-og-vegetarkost/>

Jern:

Mange bliver overraskede over, at der faktisk er meget mere jern i planter end i kød. Planter indeholder endda en mere hensigtsmæssig jernform, da jern fra kød – kaldet hæmjern - kan fremme sygdomsprocesser i kroppen, når vi får for meget. For at optage jern fra planter lidt bedre, er det en god idé at sørge for, at ens måltid også er rigt på C-vitamin, da det øger optagelsen af non-hæmjern. Drys for eksempel lidt citronsaft på din suppe, salat eller gryderet.

Plantemælk:

Der findes et stort udvalg af plantebaserede mælkealternativer derude: Havremælk, sojamælk, ærtemælk, mandelmælk, rismælk, kakaomælk med flere. Det kan godt betale sig at prøve forskellige varianter, da der er stor smagsforskel. Det kan kræve noget tilvænning, så giv ikke op ved første smagsprøve. Du kan også lave din egen plantemælk som fx. Havremælk - se et eksempel af et opskrift her <https://www.englerod.dk/2015/04/hjemmelavet-havremaelk/>

These tips above were kindly provided by Klimaudfordringen, which is a collaboration between PlanteVækst, Greenpeace and Dyrenes Alliance.

Appendix D: "Legume day", protein, cheaper plant-based food and tips for substitutions in baking:

Det er bælgfrugternes dag den 10. februar. Hvis du ikke har set den endnu, så er her en meget populær sang og video om bælgfrugterne! 'Fødevarestyrelsen – Hvad fx er en bælgfrugt | ft. Kølnør Dom, radio edit': <https://www.youtube.com/watch?v=RjuIscNK71A>

For at sætte mængden af plantebaseret protein du får fra bælgfrugter & Co i perspektiv, er her et faktaark (gå til 'download our guide'), der hjælper med at sammenligne dette: <https://www.eufic.org/en/whats-in-food/article/plant-based-protein-all-you-need-to-know-to-get-enough-of-it>

Her er to yderligere tips fra Klimaudfordringen:

1. Billigere plantebaseret mad

Plantebaserede fødevarer kan være dyre. Derfor et godt tip til at gøre det billigere er ved, at inkludere mange basisvarer i kosten. For eksempel fuldkorn, som er både billigt og sundt. Fødevarer, der indeholder en masse fuldkorn, er: havregrød, rugbrød, fuldkorns burgerboller osv. Et tip er at kigge efter det orange fuldkornslogo, når du skal handle ind.

Her er flere tips til billige plantebaserede mad: 15 tips til billig grøn mad:

<https://dyrenesalliance.us4.list-manage.com/track/click?u=38c17a63e17fdb52f8d5c4772&id=ad9c97e936&e=0e622d539f>

2. Plantebaserede Erstatninger

Til bagning:

Et godt tip til bagning er at finde en vegansk opskrift på, hvad du kunne tænke dig at lave i det de allerede har taget højde for erstatninger for animalske produkter. Men hvis du gerne vil 'veganisere' dine yndlingsopskrifter, så er disse nogle tips:

- Smør kan erstattes med Naturli' Smørbar Blok (eller anden plantemargarine)
- Æg kan erstattes af vand, hvis du bager småkager.
- Æg kan erstattes af bananmos, æblemos eller ekstra vand, hvis du bager kage.
- Æg kan erstattes af sojafløde eller sojamælk, hvis du bruger det til pensling.
- Mælk kan erstattes af plantemælk eller vand.

Til pizza:

De veganske oste kan bruges på samme måde som almindelige oste, dog smelter de på en anden måde. Vegansk ost smelter bedst, når den kommer i kontakt med noget vådt. Derfor er et tip at dyppe den plantebaserede revne ost i vand først, før den lægges på pizzaen.

Appendix E: Final information/first results/media coverage/other links

Informationsaften i Skanderborg kommune om første resultater, oplæg fra en gæst, og med tid til diskussion er/var den 21.04.22, fra 19:30-21:30 på Viring skole, Skoletofte 11 i Skanderborg.

Læs mere og tilmeld dig her: <https://skanderborg.nemtilmeld.dk/1946/>

Resultater

Se slides fra informationsaften med foreløbige resultater her:

https://auinstallation32.cs.au.dk/fileadmin/MGMT/Subsites/Projekter/PlantPro/2022_21-04-2022_Informationsaften_PlantProChallenge.pdf

The project in the news:

- https://cdnapisec.kaltura.com/p/2102081/embedPlaykitJs/uiconf_id/44173791?iframeembed=true&entry_id=1_q0a1xxdu
- https://cdnapisec.kaltura.com/p/2102081/embedPlaykitJs/uiconf_id/44173791?iframeembed=true&entry_id=1_ocp9nsy9

Links til brochure fra Dansk Vegetarisk Forening

- https://vegetarisk.dk/wp-content/uploads/2018/11/kantinepjece_web_2.pdf
- <https://vegetarisk.dk/wp-content/uploads/2020/06/pjece-sundhed.pdf>

Appendix F: Some photos



Photo 1: Preparing the boxes for transport to participants



Photo 2: Preparing the boxes for transport to participants

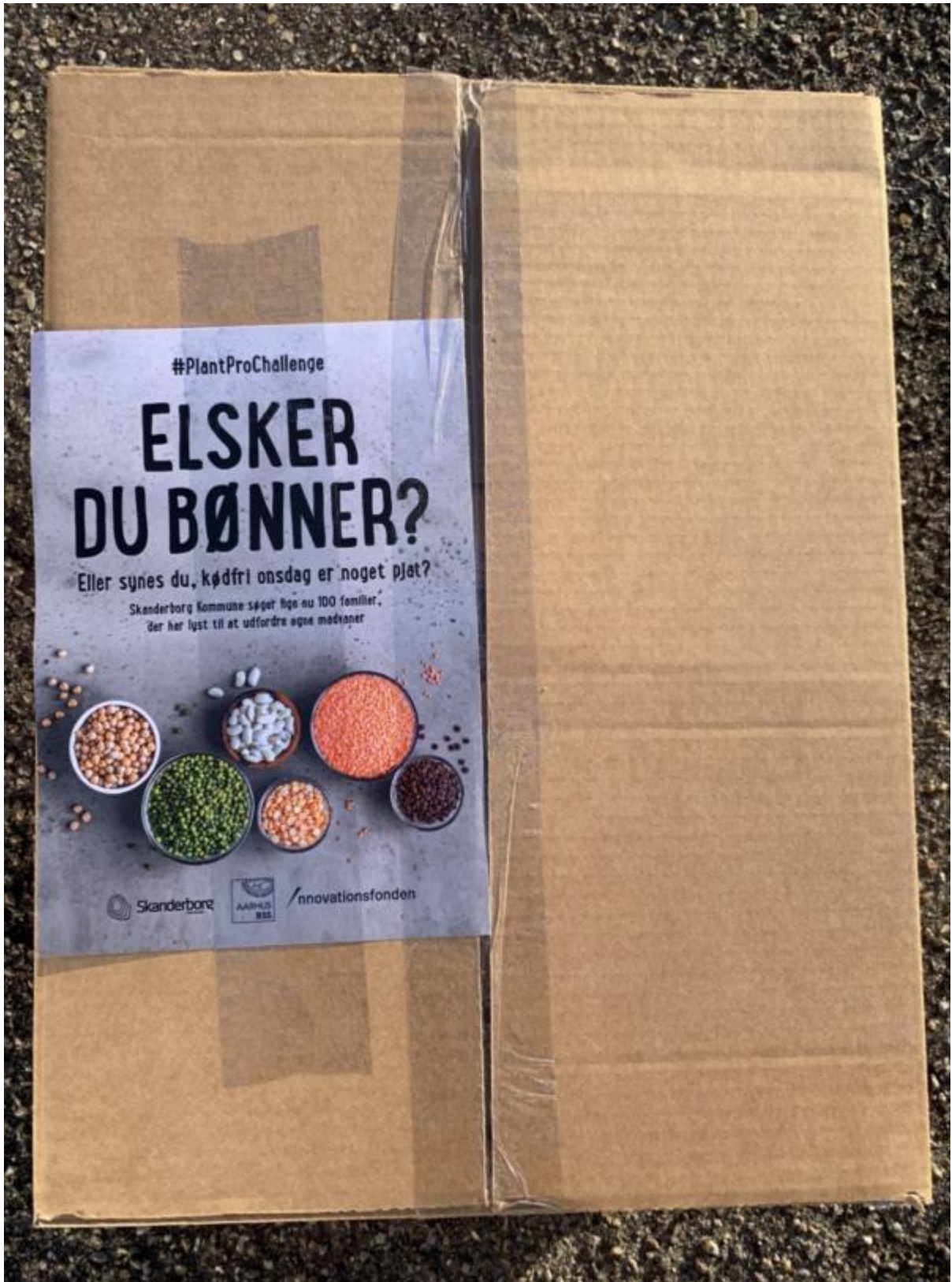


Photo 3: One of the boxes out for delivery



Photo 4: Out for delivery



Photo 5: Part of the PlantPro team