Table of Contents

Preface ................................................................................................................................................xxii

Acknowledgment ............................................................................................................................xxviii

Section 1
The Need for Social Marketing

Chapter 1
The Psychology of Meat Consumption ............................................................................................... 1

Iveta Šedová, Masaryk University, Czech Republic
Tereza Vandrovcová, University of New York in Prague, Czech Republic & Charles
University, Czech Republic

Chapter 2
The Health Impact of Eating Foods of Animal Origin: Evidence Regarding Animal Foods,
Health, and Disease Risk ...................................................................................................................... 17

Kate Marsh, Northside Nutrition and Dietetics, Australia
Angela Saunders, Sanitarium Health and Wellbeing, Australia
Carol Zeuschner, Sydney Adventist Hospital, Australia

Chapter 3
Livestock’s Near-Term Climate Impact and Mitigation Policy Implications .................................... 37

Gerard Wedderburn-Bisshop, Beyond Zero Emissions, Australia & Zero Emissions Byron,
Australia
Lauren Rickards, RMIT University, Australia

Chapter 4
Economic and Environmental Costs of Meat Waste in the US ........................................................ 58

Nicholas Hardersen, University of Oklahoma, USA
Jadwiga R. Ziolkowska, University of Oklahoma, USA

Chapter 5
Use of Antibiotics in Animals and Its Possible Impacts in the Environment .................................... 77

Jeeva M. Philip, Mahatma Gandhi University, India
Usha K. Aravind, Mahatma Gandhi University, India
Charuvila T. Aravindakumar, Mahatma Gandhi University, India
Chapter 6
It’s the Speciesism, Stupid! Animal Abolitionism, Environmentalism, and the Mass Media............. 92
Paula Brügger, Santa Catarina Federal University, Brazil

Section 2
Social Marketing Tools, Mechanisms and Approaches

Chapter 7
Flexitarianism and Social Marketing: Reflections on Eating Meat in Moderation........................................ 105
Hans Dagevos, Wageningen University and Research, The Netherlands
Machiel J. Reinders, Wageningen University and Research, The Netherlands

Chapter 8
Taxing Meat and Animal Food Products ...................................................................................................... 121
Dora Marinova, Curtin University, Australia
Talia Raphaely, Curtin University, Australia

Chapter 9
Flipping the Script: Creating Mass Change Through Social Networking Sites............................................. 135
Jessica Campbell, University of Central Florida, USA

Chapter 10
What Is More Important: Perception of Masculinity or Personal Health and the Environment?........ 148
Diana Bogueva, Curtin University, Australia
Dora Marinova, Curtin University, Australia

Chapter 11
The Baul Tradition in Bangladesh: Sustainability Activism for a Meatless Dietary Culture...................... 163
Amzad Hossain, Rajshahi University, Bangladesh
Sayedul Islam Montu, Curtin University, Australia
Md Abul Azad, Curtin University, Australia

Chapter 12
Is Meat a Luxury? ........................................................................................................................................... 172
Diana Bogueva, Curtin University, Australia
Dora Marinova, Curtin University, Australia
Ian Phau, Curtin University, Australia

Chapter 13
Genius, Creativity and (Not) Eating Meat ...................................................................................................... 187
İsmail Hakkı Tekiner, Istanbul Gelişim University, Turkey
Ahmad Ni`matullah Al-Baarrı, Diponegoro University, Indonesia
Diana Bogueva, Curtin University, Australia
Section 3
Case Studies in Social Marketing

Chapter 14
The Social Marketing Campaign by Greenpeace Mediterranean Against Broiler Chicken Consumption ....................................................................................................................................... 204
  B. Pınar Özdemir, Ankara University, Turkey

Chapter 15
The Role of the Ideology of Animal Welfare in the Consumption and Marketing of Animal-Origin Products ............................................................................................................................................... 219
  Nick Pendergrast, University of Melbourne, Australia
  Sarah McGrath, Independent Researcher, France

Chapter 16
Towards Plant-Based Diet in Nigeria: Hindsight From Western Meat Production and Consumption ....................................................................................................................................... 236
  Emmanuel Ajadi, Juli Standard College, Nigeria

Chapter 17
Insights Into Chinese Diets: A Social Marketing Formative Study ............................................................................................................................................... 251
  Jashim Khan, University of Surrey, UK
  Sharyn Rundle-Thiele, Griffith University, Australia
  Gary Rivers, University of Surrey, UK

Chapter 18
Marketing an Environmentally Sustainable Catering Model: A Case Study of Medley Hall Residential College in Victoria, Australia ............................................................................................................................................... 267
  Emily Foenander, Swinburne University of Technology, Australia
  Celia Green, Australian National University, Australia
  Linda Portsmouth, Curtin University, Australia
  Talia Raphaely, Curtin University, Australia

Chapter 19
Consumption of Animal Products in Bulgaria: The Case for Change ............................................................................................................................................... 283
  Septemvrina Kostova, University for National and World Economy, Bulgaria
  Borislav Atanasov, University for National and World Economy, Bulgaria
  Dora Marinova, Curtin University, Australia

Chapter 20
Meat Marketing Dissonance: A South African Case Study ............................................................................................................................................... 298
  Erin Hill, University of Cape Town, South Africa
  Talia Raphaely, Curtin University, Australia
Section 4
New Meat Plant-Based Products and Alternatives

Chapter 21
Re-Thinking Meat: How Climate Change Is Disrupting the Food Industry ................................................. 311
   Jeff Anhang, The World Bank Group, USA

Chapter 22
Marketing Meat Alternatives: Meat Myths and Their Replication in Advertising for Plant-Based Meat .................................................................................................................................................... 327
   Malte B. Rödl, The University of Manchester, UK

Chapter 23
New Meat Without Livestock ............................................................................................................. 344
   Kurt Schmidinger, University of Vienna, Austria
   Diana Bogueva, Curtin University, Australia
   Dora Marinova, Curtin University, Australia

Conclusion ......................................................................................................................................... 362

Compilation of References ............................................................................................................... 364

About the Contributors .................................................................................................................... 441

Index................................................................................................................................................... 449