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# Appendix – Social Profiling

# 00 Health

# Conversations are highest on Twitter though Facebook shares of News articles are the highest source of engagement. Top stories are educational negative diet research findings

- Over 71.1m engagements across the super topic mentions
- Potential reach of 3.8T (2.4T from newspapers online sites, 15.6b from Twitter, 290m from Instagram\*)

The week of the 26<sup>th</sup> February saw a peak in mentions due to tweets and articles on the link between bacon and obesity to cancer (and fat shaming),

The 8<sup>th</sup> June saw the highest volume of engagements due to the death of Anthony Bourdain, and articles on Salmonella outbreak link to melons, diets, and obesity



**Anna**  
@annamacurex

I'm sorry, I'm all for body positivity but there is absolutely nothing wrong with cancer research announcing that obesity causes cancer. If your weight is damaging your health you need to know about it

6:54 PM - 28 Feb 2018 from Bishopbriggs, Scotland

20,604 Retweets 87,220 Likes



**Sofie Hagen** @SofieHagen · 28 Feb 2018

Right, is anyone currently working on getting this piece of shit CancerResearchUK advert removed from everywhere? Is there something I can? How the fucking fuck is this okay?

**OB\_S\_Y**  
is a cause of cancer

4:40 PM - 28 Feb 2018

619 Retweets 6,362 Likes

Replying to @SofieHagen

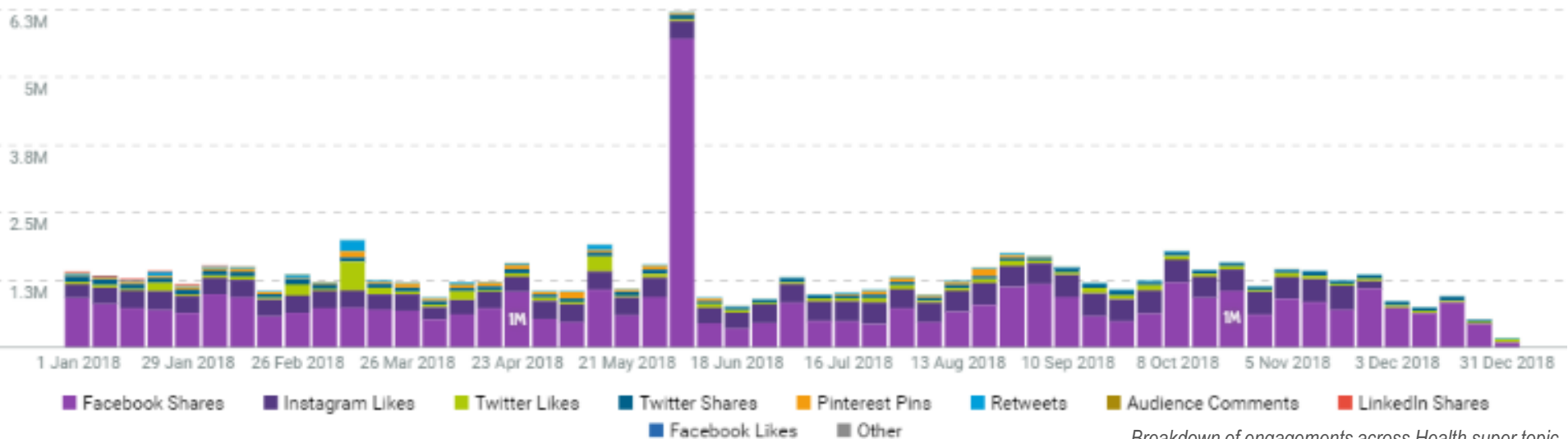
(1/2) Hi Sofie, our campaign isn't meant to make anyone feel bad about their weight or make anyone think negatively about people who are overweight or obese. Our aim is to raise awareness of the link between cancer and obesity...



**Why potatoes could be fuelling the nation's obesity crisis: A baked spud contains the equivalent of 19 lumps of sugar - almost three times the amount in a can of Coca-Cola**

- New documentary reveals carb-heavy foods that could be expanding your waist
- Scientists found the equivalent of nearly 76g of sugar in a single baked potato
- A Snickers bar has just under six lumps and Coca Cola has seven-and-a-quarter
- The Truth About Carbs will be shown on BBC 1 this Wednesday at 8pm

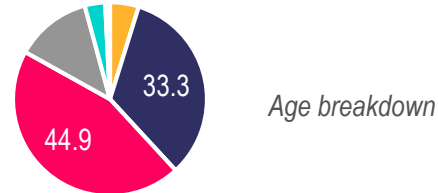
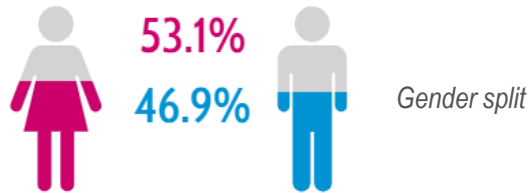
**Are you eating too much protein? Some sources aren't as healthy as you think**



Breakdown of engagements across Health super topic

\*Facebook reach cannot be completed due to protection of personal data and restrictions on tracking these pages

# Own Health conversations here are encouraging of healthy living across the self, other generations especially children, and as a aid to better living with diseases. Fitness and aspirational Instagram content ranks high in this topic



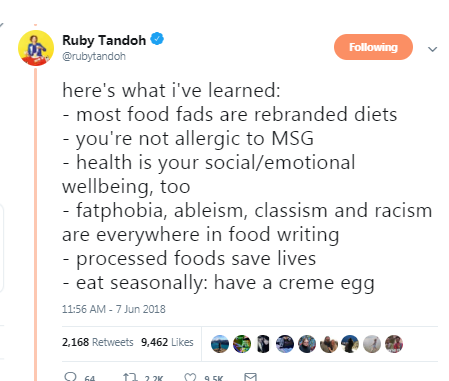
## Topics include:

- Healthy recipes with Instagram providing aspirational and achievable dishes
- Diets for disease including cancer, diabetes, dementia, Parkinson's, depression, anxiety and obesity
- Governmental actions or opinions for change
- Food function for the body including performance, brain function and health, and sleep
- Wellness, mindfulness and mental health
- Alternative foods and diets to improve health
- Children's relationship with food
- Sharing of one's food journey for their goals but also not 'preaching' this and enforcing your point of view on everyone

Across this topic, 54% occurred on Twitter, 15% on Instagram, 11% on blogs and forums, and 9% on newspaper's online sites

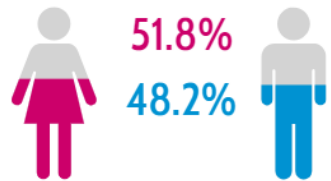


fannikarapeev How to have a **HEALTHY** attitude towards your **DIET** and food? Take time to prepare nutrient rich, tasty, wonderful dishes that **FILL YOU UP**, leave you **SATISFIED** and are an experience to devour.  
Look at all those colours!😊  
Fast foods and premade concoctions are so full of flavour enhancers, additives, excess salt and sugar that we forget how veggies have the most amazing and versatile taste on their own!

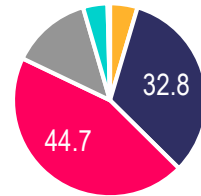




# Fitness and Exercise conversations here are motivational, informative (both educational and story sharing) with the fitness industry being a constantly growing sector on social media (prevalent in the rise of social first fitness influencers)



Gender split

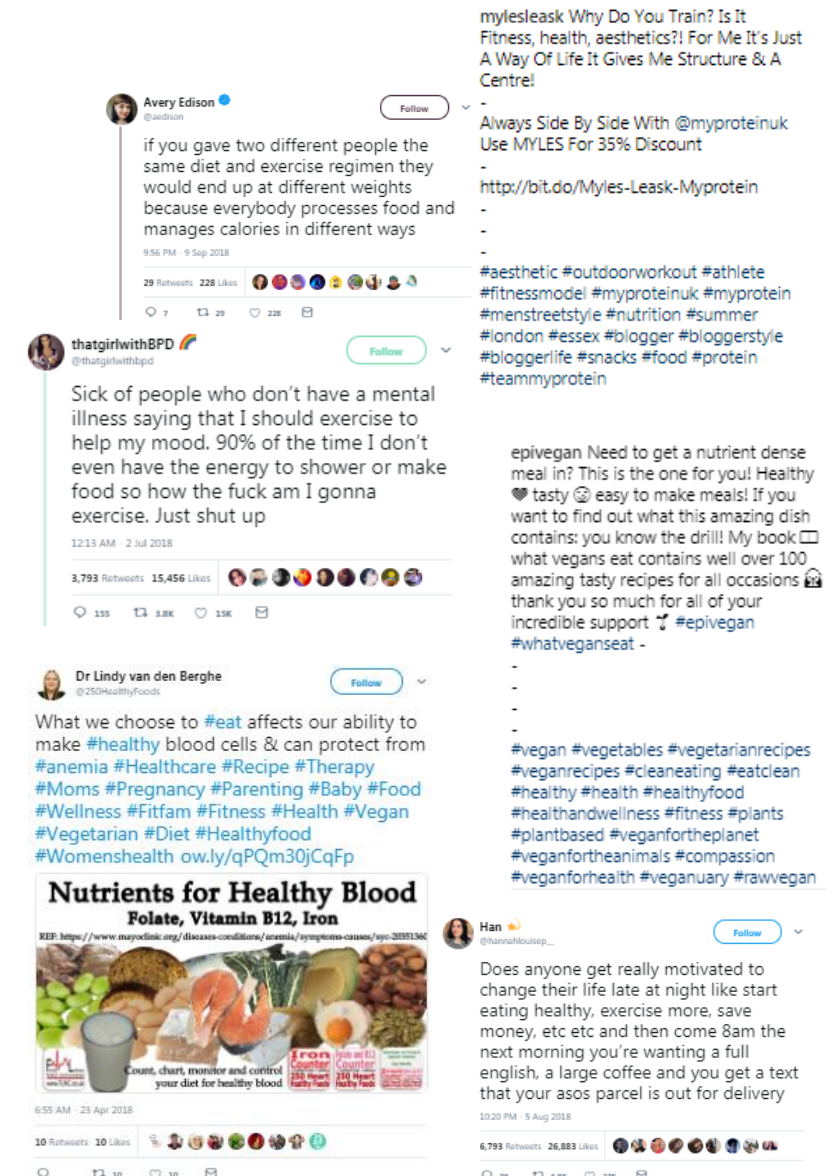


Age breakdown

## Topics include:

- Top hashtags include #nutrition, #personaltrainer, #healthy, #lifestyle, #weightlossjourney promoting a positive lifestyle focus towards food and health
- #fitfam highlights the community feel towards this conversation and audience
- Dietary adaptation are present with mentions of vegan, clean eating, nutrition
- Food types including nutrition, fats, protein, macros, supplements demonstrate the micro nature of some of these conversations where performance and dietary optimisation is important to this community
- Supplements that have had a negative effect on people's health (an example being green tea capsules causing liver damage)
- The importance of exercise and food on people's wellbeing (depression, anxiety, OCD, physical health)
- The want, need or sustaining a healthy lifestyle and the barriers to this (attitudinal or behavioural)

Across this topic, 43% occurred on Instagram, 34% on Twitter, 10% on blogs and forums and 6% on newspaper's online sites

**Avery Edison** @aedison  
if you gave two different people the same diet and exercise regimen they would end up at different weights because everybody processes food and manages calories in different ways  
9:56 PM · 9 Sep 2018  
29 Retweets · 228 Likes

**thatgirlwithBPD** @thatgirlwithbpd  
Sick of people who don't have a mental illness saying that I should exercise to help my mood. 90% of the time I don't even have the energy to shower or make food so how the fuck am I gonna exercise. Just shut up  
12:13 AM · 2 Jul 2018  
3,793 Retweets · 15,456 Likes

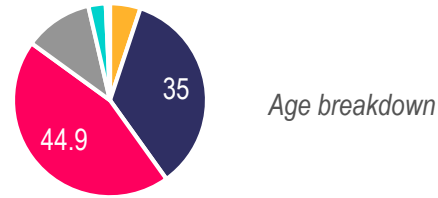
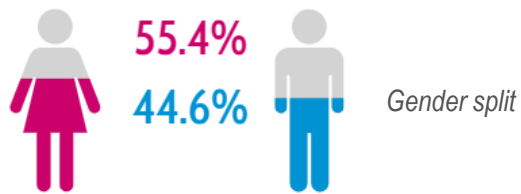
**Dr Lindy van den Berghe** @250HealthyFoods  
What we choose to #eat affects our ability to make #healthy blood cells & can protect from #anemia #Healthcare #Recipe #Therapy #Moms #Pregnancy #Parenting #Baby #Food #Wellness #Fitfam #Fitness #Health #Vegan #Vegetarian #Diet #Healthyfood #Womenshealth [ow.ly/qPQm30jCqFp](https://www.ow.ly/qPQm30jCqFp)  
Nutrients for Healthy Blood  
Folate, Vitamin B12, Iron  
Count, chart, monitor and control your diet for healthy blood  
6:55 AM · 23 Apr 2018  
10 Retweets · 10 Likes

**myleseask** Why Do You Train? Is It Fitness, health, aesthetics?! For Me It's Just A Way Of Life It Gives Me Structure & A Centre!  
Always Side By Side With @myproteinuk Use MYLES For 35% Discount  
<http://bit.do/Myles-Leask-Myprotein>  
#aesthetic #outdoorworkout #athlete #fitnessmodel #myproteinuk #myprotein #menstreetstyle #nutrition #summer #london #essex #blogger #bloggerstyle #bloggerlife #snacks #food #protein #teammypotein

**epivegan** Need to get a nutrient dense meal in? This is the one for you! Healthy & tasty & easy to make meals! If you want to find out what this amazing dish contains: you know the drill! My book what vegans eat contains well over 100 amazing tasty recipes for all occasions thank you so much for all of your incredible support #epivegan #whatveganeat

**Han** @hannahbousap...  
Does anyone get really motivated to change their life late at night like start eating healthy, exercise more, save money, etc etc and then come 8am the next morning you're wanting a full english, a large coffee and you get a text that your asos parcel is out for delivery  
10:20 PM · 5 Aug 2018  
6,793 Retweets · 26,883 Likes

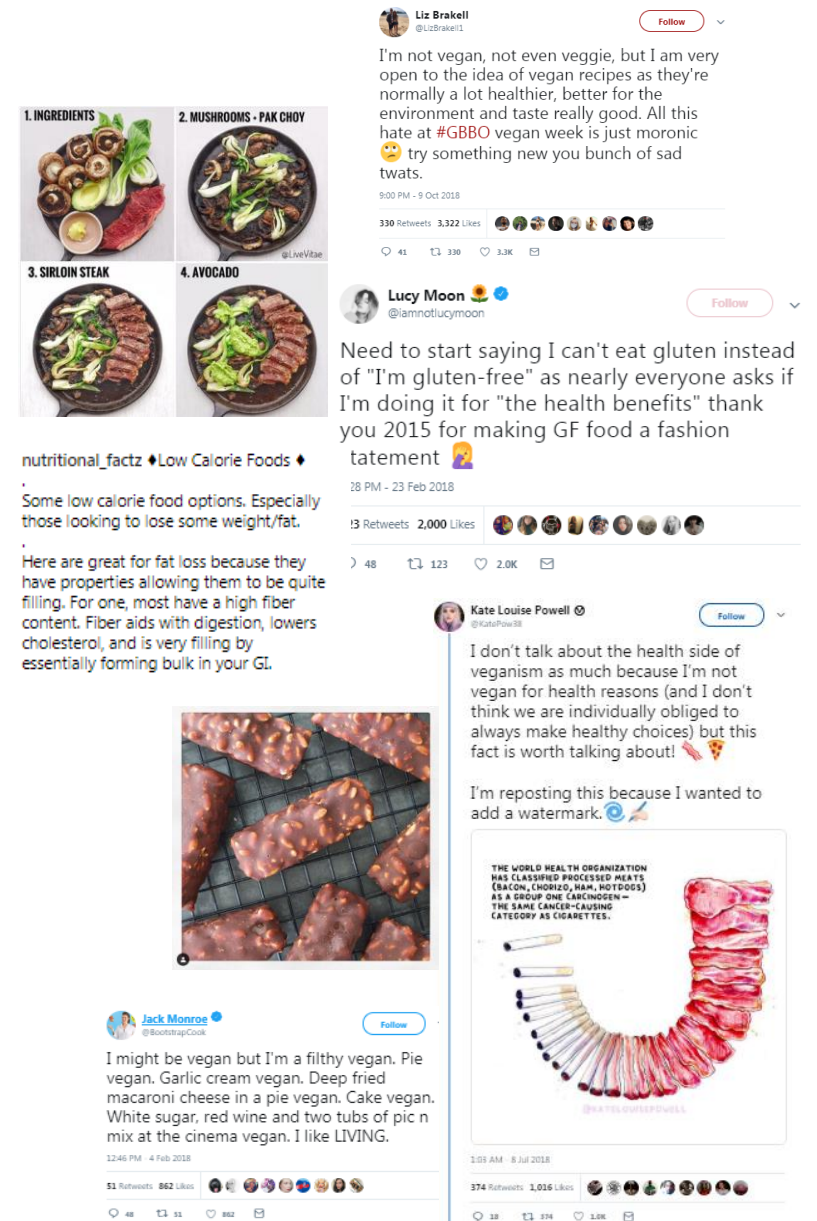
# Dietary conversations are focused around a drive towards *betterness* and positive change across the self and the population and the environment



Topics include:


- Eating less meat or no meat for health benefits and environmental reasons
- Fast food convenience for those with lower incomes. Top conversations here being around children and poverty
- Negativity around food 'cures' including veganism curing cancer, and coconut oil
- Fitness and exercise improvements from a controlled and 'measured' diet
- Most mentioned dietary changes include dairy free, veganism, gluten free, plant based
- Lifestyle changes and effects from dietary control
- Recipes and places to buy alternative foods for dietary requirements
- Effects of diet on long-term or severe diseases

Across this topic, 67% occurred on Twitter, 16% on Instagram, 5% on newspaper's online sites, and 6% on Blogs and Forums





**Liz Brakell** @lizbrakell1  
I'm not vegan, not even veggie, but I am very open to the idea of vegan recipes as they're normally a lot healthier, better for the environment and taste really good. All this hate at #GBBO vegan week is just moronic 😡 try something new you bunch of sad twats.  
9:00 PM - 9 Oct 2018  
330 Retweets 3,322 Likes

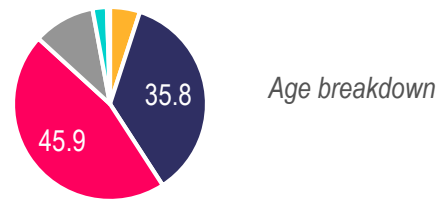
**Lucy Moon** @iamnotlucymoon  
Need to start saying I can't eat gluten instead of "I'm gluten-free" as nearly everyone asks if I'm doing it for "the health benefits" thank you 2015 for making GF food a fashion tatement 🙄  
28 PM - 23 Feb 2018  
13 Retweets 2,000 Likes

**nutritional\_factz** ♦ Low Calorie Foods ♦  
Some low calorie food options. Especially those looking to lose some weight/fat.  
Here are great for fat loss because they have properties allowing them to be quite filling. For one, most have a high fiber content. Fiber aids with digestion, lowers cholesterol, and is very filling by essentially forming bulk in your GI.  
  
51 Retweets 862 Likes

**Jack Monroe** @BoothtrapCook  
I might be vegan but I'm a filthy vegan. Pie vegan. Garlic cream vegan. Deep fried macaroni cheese in a pie vegan. Cake vegan. White sugar, red wine and two tubs of pic n mix at the cinema vegan. I like LIVING.  
12:46 PM - 4 Feb 2018  
51 Retweets 862 Likes

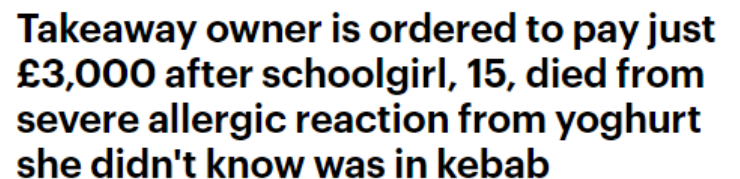
**Kate Louise Powell** @KatoPowell  
I don't talk about the health side of veganism as much because I'm not vegan for health reasons (and I don't think we are individually obliged to always make healthy choices) but this fact is worth talking about! 🍕  
I'm reposting this because I wanted to add a watermark. 🙄  
  
374 Retweets 1,016 Likes

Gender split



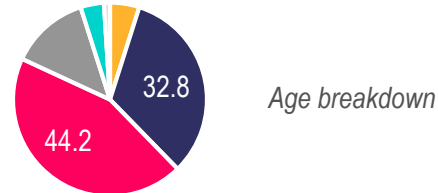
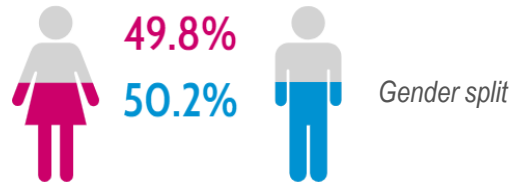
- The change in attitude towards milk and increased popularity in alternatives especially oat milk.
- Food labelling improvements for consumer safety
- Dairy free and gluten free are the most mentioned terms. Instagram social influencer content mentioning these are some of the most popular with the highest engagements
- Healthy eating influencers, and those who are strict followers of an *alternative* diet
- Consumers difficulty, and ease, at eating out, or being charged extra for alternative ingredients
- Recipes are often indulgent foods, or foods that perform a function (fitness, weight loss)
- Conscious consumers who are trying to identify intolerances
- The severity of allergies and intolerances and how this can be commonly perceived

13-17 18-24 25-34 35-44 45-54 55-64 65+





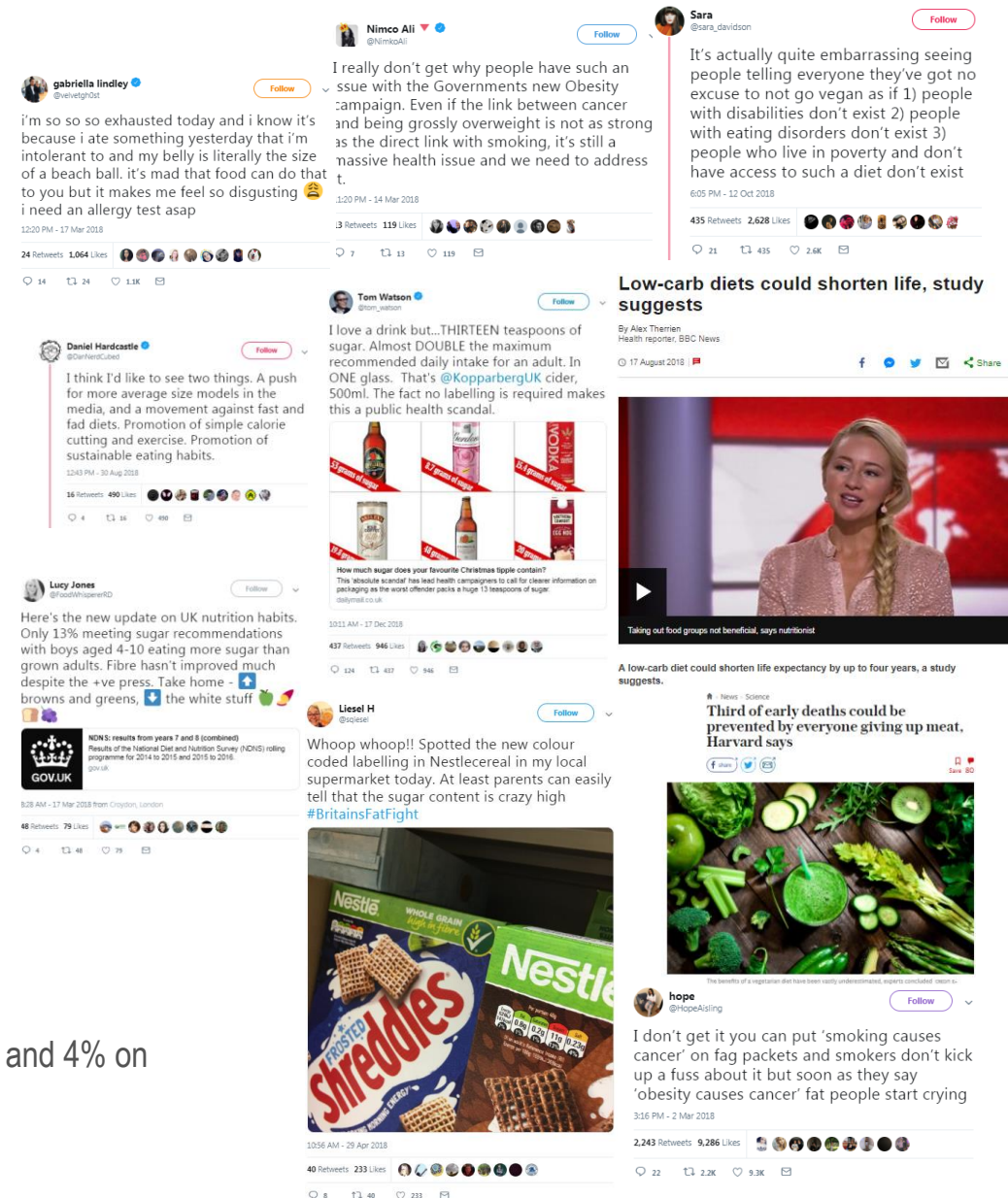
# Negative health conversations highlight the extreme cases of poor information, education and control of diet



## Topics include:

- Overuse or misuse of supplements or dietary aids and the effects on the body
- The link between obesity and cancer
- Sugar and salt content in diets and packaged foods (including McDonalds and Freakshakes)
- The sugar tax (viral backlash tweets against Jamie Oliver receive huge engagement)
- Low carb and 'fad' diets and their effects
- Decreasing meat in diets for personal health and the environment
- Better food labelling (across ingredients and nutrition levels) for consumer knowledge
- Unidentified allergies or intolerances or miseducation in these

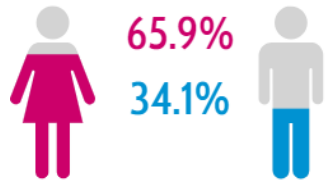
Across this topic, 71% occurred on Twitter, 11% on blogs and forums, 7% on newspaper's online sites and 4% on Instagram

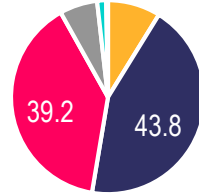
The collage includes several tweets and news snippets:

- Twitter Post (gabriella lindley @vegetghost):** "i'm so so so exhausted today and i know it's because i ate something yesterday that i'm intolerant to and my belly is literally the size of a beach ball. it's mad that food can do that to you but it makes me feel so disgusting 🤢 i need an allergy test asap"
- Twitter Post (Nimco Ali @NimcoAli):** "I really don't get why people have such an issue with the Governments new Obesity campaign. Even if the link between cancer and being grossly overweight is not as strong as the direct link with smoking, it's still a massive health issue and we need to address t."
- Twitter Post (Sara @sara\_davidson):** "It's actually quite embarrassing seeing people telling everyone they've got no excuse to not go vegan as if 1) people with disabilities don't exist 2) people with eating disorders don't exist 3) people who live in poverty and don't have access to such a diet don't exist"
- Twitter Post (Daniel Hardcastle @DanielHardcastle):** "I think I'd like to see two things. A push for more average size models in the media, and a movement against fast and fad diets. Promotion of simple calorie cutting and exercise. Promotion of sustainable eating habits."
- Twitter Post (Lucy Jones @lucyjones92):** "Here's the new update on UK nutrition habits. Only 13% meeting sugar recommendations with boys aged 4-10 eating more sugar than grown adults. Fibre hasn't improved much despite the +ve press. Take home - browns and greens, the white stuff"
- News Article (BBC News):** "Low-carb diets could shorten life, study suggests. By Alex Thomson. Health reporter, BBC News. 17 August 2018. A low-carb diet could shorten life expectancy by up to four years, a study suggests."
- News Article (Harvard):** "Third of early deaths could be prevented by everyone giving up meat, Harvard says"
- Twitter Post (Liesel H @LieselH):** "Whoop whoop!! Spotted the new colour coded labelling in Nestle cereal in my local supermarket today. At least parents can easily tell that the sugar content is crazy high #BritainsFatFight"
- Image:** A box of Nestle Frosted Shreddies cereal.
- Twitter Post (hope @HopeAising):** "I don't get it you can put 'smoking causes cancer' on fag packets and smokers don't kick up a fuss about it but soon as they say 'obesity causes cancer' fat people start crying"

# Eating disorder conversations are driven by trying to educate and destigmatise these diseases, highlighting cultural moments/products that have an affect on this community



Gender split



Age breakdown

## Top topics include:

- Anorexia was mentioned 4x times more than Bulimia and Body Dysmorphia
- Recovery and supportive mentions from those with the disease
- Media perception and the effects of magazines and cultural expectations around weight. Jameela Jamil, a TV public figure and advocate for self-worth (#iweigh)
- Food and the relationship with it, whether this be a now-healthy relationship with it, or how a negative association with food has been a root cause of their eating disorder
- Diet foods/supplements with the largest conversation here being around influencer's promoting shakes and supplements for meals. Reaction to Kim Kardashian promoting @FlatTummyCo received a huge backlash across professionals, fitness and nutritional experts and the general public

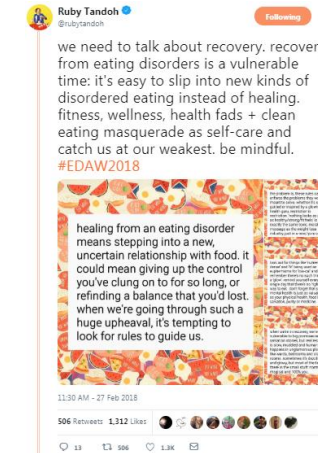
Across this topic, 90% occurred on Twitter, 3% on newspaper's online sites, 3% on blogs and forums, and 1% on Instagram



Palesnaps @sadtendencies tweeted

\*Boys get depressed \*Boys get **eating disorders** \*Boys commit suicide \*Boys get called fat  
\*Boys get called ugly \*Boys get hit/abused by girls \*Boys get suicidal \*Boys feel pain It's NOT just girls that go through a hard time, it's boys too. People need to start realising this.

published on 19/05/18 at 09:41 | Twitter | United Kingdom | [twitter.com](#)



iamdaniadriana When people say "why aren't you talking about fat issues lately" my response is this: Living daily as a fat person and uploading adventure and travel photos is being radical because my body is radical, my dismissing of diet culture is radical, my eating disorder survival is radical, my existence being a happy fat woman is radical, I'm here living it each day. Some days I'm shouting about things from rooftops (mostly metaphorically, sometimes literally 😊). Some days I'm educating through webinars and resources. Some days I've got a lot of important things to say and some days I'm just existing in this world as a fat happy woman. That today is enough. Also London is fucking beautiful! #london #fatactivism #fatactivist #travelgram #fatgirlstraveling #bodypositive

# Influencers/advocates

across Twitter and Instagram

## Influencers



## Advocates



# 00

# Meat Reduction



# Meat reduction topics saw the theme of ‘consumer impact’ from eating meat a highly engaged with topic, whether this results in carbon footprints, water usage or dietary effects

- Over 35.7m engagements across the super topic mentions
- Potential reach of 684.1b (12.1b Twitter, 342.9m Instagram, 9.8b blogs\*)

The Instagram ‘like’ peaks can be contributed to competition posts that ask consumers to like and share with the chance of winning products

There has been a peak on the 28<sup>th</sup> May which is due to the Guardian article on how ‘Avoiding meat and dairy is the single biggest way to reduce individual impact on the Earth’ - also reported on by the Independent. This article has 3,747 comments 942,545 Facebook engagements and 15,380 Reddit engagements.

The most engaged with posts from news discuss the negative impact consumers are having on the earth

The peak on 11<sup>th</sup> October about Flexitarian diets received 61,131 Facebook engagements

Avoiding meat and dairy is ‘single biggest way’ to reduce your impact on Earth

Biggest analysis to date reveals huge footprint of livestock - it provides just 18% of calories but takes up 83% of farmland

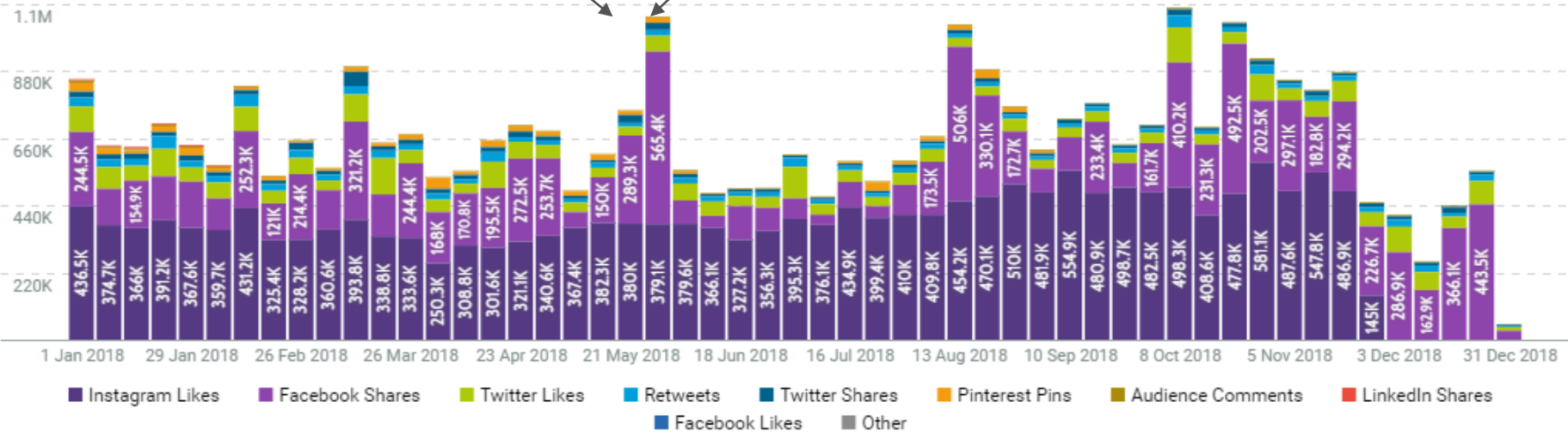


‘Flexitarian’ diets key to feeding people in a warming world

By Matt McGrath  
Environment correspondent

© 11 October 2018

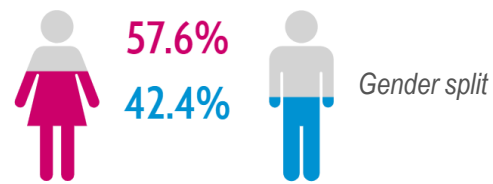
Share



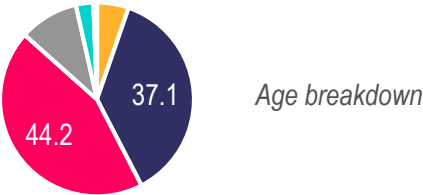
Breakdown of engagements across Meat Reduction super topic

\*Facebook reach cannot be completed due to protection of personal data and restrictions on tracking these pages

# Dietary conversations are focused around the juxtapositions of the impacts of certain diets and when these are discussed consumer health is secondary to environmental impact



Gender split



Age breakdown

## Topics include:

- Avoiding meat and dairy is reported to be the single biggest way to reduce negative impact on earth with emissions, water usage, deforestation and animal welfare
- The impacts internally for health and externally on the environment from specific diets
- Controversies of a vegan diet from meat eaters or campaigns promoting veganism to be superior
- Technologies and improvements to make vegan/vegetarian food taste and act like meat with bleeding burgers and flavours
- The stereotypes perceived around those who participate in a vegan lifestyle

Across this topic, 64% occurred on Twitter, 14% on Instagram, 6.5% on newspapers online sites and 6.5% on blogs and forums



'Bleeding' vegan burger to get UK launch in Tesco next month

Beyond burgers, which sold out on US launch, to be stocked on shelves alongside meat



## Would you eat slaughter-free meat?

By Regan Morris & James Cook  
BBC News, San Francisco

15 October 2018



Why do vegans put vegan in their bio, imagine a just put what I eat in mine like

JADE | LDN | SALT N CHILLI CHICKEN

2:06 AM - 10 Dec 2018

2,106 Retweets 17,219 Likes

76 2.1K 17K

If you want to save the world, veganism isn't the answer

Isabella Tree

Intensively farmed meat and dairy are a blight, but so are fields of soya and maize. There is another way

## Low-carb diets could shorten life, study suggests

By Alex Therrien  
Health reporter, BBC News

17 August 2018



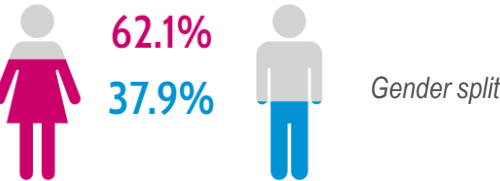
Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth

Biggest analysis to date reveals huge footprint of livestock - it provides just 18% of calories but takes up 83% of farmland

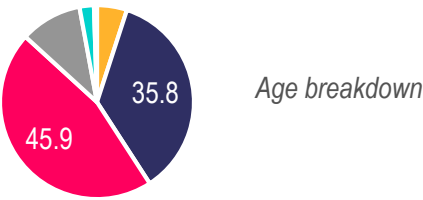
**CUTTING FOOD WASTE IN HALF COULD SUBSTANTIALLY REDUCE FOOD-RELATED EMISSIONS**

Release Date 02 May 2018

# Ethical conversations are focused around the feeling of having a positive impact on the planet and reducing human devastation as much as possible



Gender split



Age breakdown

## Topics include:

- Brands and companies across a variety of industries including supermarkets, fashion and restaurants replacing palm oil products, fur items with faux fur and providing more of a variety of vegan options on menus
- A third of Britons have stopped or reduced eating meat with the biggest reason being the pollution impact that animal farming has on the environment
- Animal welfare and the discussion of free range still not being humane
- Ethical considerations of whether vegan food should mimic meat products in taste and look
- Discussion on the ethical advantages of meat reduction diets including animal welfare and how difficult it is to be completely ethically sound
- Ethical products in place of other plastics and one-use containers/products

Across this topic, 69% occurred on Twitter, 20% on Instagram, 4.7% on blogs and forums and 3% on newspapers online sites



## Chanel Is Banning Use Of Fur And Exotic Animal Skins From All Its Collections

BY : JULIA BANIM

## London fashion week vows to be fur-free

British Fashion Council says LFW in September will be first of big fashion weeks to ditch animal fur

Business

## Iceland bans palm oil from its own-brand foods by end of the year



Phrases like 'bring home the bacon' could be banned to 'avoid offending vegans'

Shareena Hamzah, of Swansea University, believes changing meat-themed sayings will bring awareness to animal cruelty

By Laura Forreth

Mich @fadedowntoblack

Replying to @ChillyPaige @blogTO

I very much understand being a vegan is not only dietary but ethical as well, but that doesn't mean it's right to force people to change what they eat for one's own satisfaction..

3:09 PM - 27 Mar 2018

6 Retweets 310 Likes

## Unilever buys meat-free food company The Vegetarian Butcher

Acquisition of Dutch brand highlights scramble to tap into meat substitutes market

## 'Flexitarian' diets key to feeding people in a warming world

By Matt McGrath  
Environment correspondent

11 October 2018

Share

Ruby Tandoh @rubytandoh · 8 Feb 2018  
there are so many reasons for not being vegan: disordered eating, it's... to vegan foods, disability, medical problems, poverty and the countless social and cultural reasons why we might eat a certain way to establish our place in a group/family/society: this is unhelpful.

Lucy Watson @imLucyWatson  
If you're against animal cruelty, like most people, then you should be vegan.

mahalia @mahaliagullana

Replying to @rubytandoh

It's a great personal choice, if you can. But also, there's no ethical consumption under capitalism, e.g. your vegan shoes might be made in a sweatshop, the increased demand for avocados is wreaking havoc on Central/South American communities

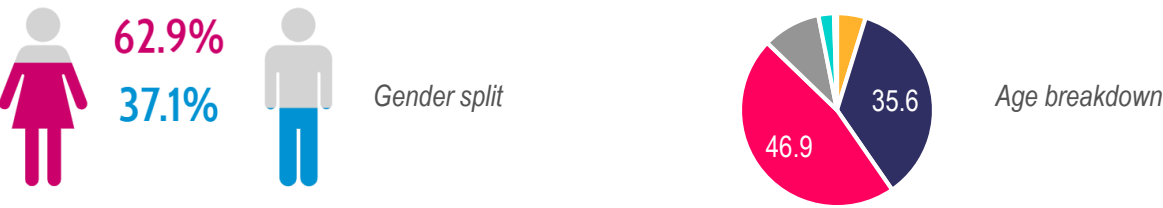
6:26 AM - 8 Feb 2018 from London, England

19 Retweets 411 Likes

10 19 411



# Lifestyle conversations are consumer focussed around the motivations for joining or starting a certain diet or initiative with food and health, these can include reasons to improve fitness, health or mental wellbeing



Topics include:

- Strong focus on the consumer and how certain healthy lifestyles combined with exercise can improve overall wellbeing
- Education pieces on sourcing and using local and ethical produce
- Adopting a certain lifestyle with food prep with education on foods that provide certain nutrients and portion sizes
- The outcomes of a certain lifestyle resulting on improved fitness, better mental health, biological improvements and helping brain function
- The negative impacts from not following a healthy lifestyle and overindulging in foods
- Promotion of a balanced lifestyle with equal and sensible amounts of different food sources and nutrients
- Vegan influencers on Instagram promoting various different plant based diets or specific food consumption to improve overall health and wellbeing and their personal journeys and meal plans

Across this topic, 51% occurred on Twitter, 19.4% on Instagram, 16.5% on newspapers online sites and 11.4% on blogs and forums

## Four steps to a younger, smarter brain

Evidence suggests memory decline can be slowed and even reversed by adopting a few healthy lifestyle habits

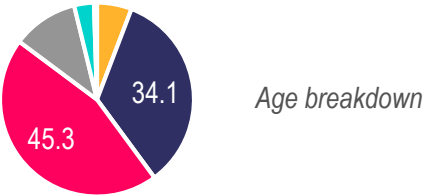
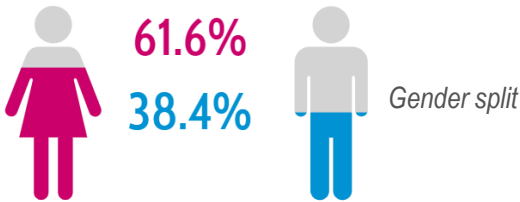


## Meet Anne, the grandma who turned vegan three weeks before her 96th birthday

Miranda Larbi Wednesday 17 Jan 2018 11:44 am



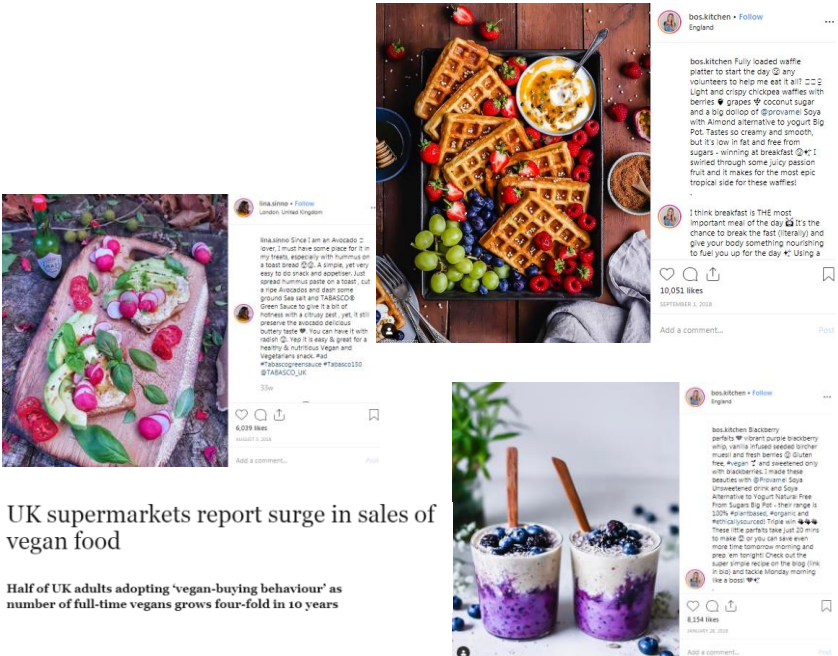
# Health conversations are focused on the internal impacts of different food intake, with organic and free from foods being discussed in relation to consumer wellbeing emotionally and physically



## Topics include:

- Organic produce is responsible for 19% of the conversation with the various perceived benefits to buying organic foods include environmental and for the body (skin improvements)
- Health terms are strongly related to plant based diets, wellness (mental) and fitness (physical)
- Weight loss conversations related to health include exercise techniques including bodybuilding, weight lifting and #gym
- Recipes on Instagram promoting healthy lifestyles are responsible for more of the mentions than previous subtopics on this platform
- Debates over whether certain diets and lifestyles are healthy or harmful for certain individuals and avoiding the one size fits all assumption
- Supermarket and product sales increasing due to surge in consumer popularity in certain foods, eg, packaged goods as 'superfoods' or 'high in'

Across this topic, 51.9% occurred on Twitter, 35.7% on Instagram, 4.7% on blogs and forums and 3.4% on newspapers online sites



UK supermarkets report surge in sales of vegan food

Half of UK adults adopting 'vegan-buying behaviour' as number of full-time vegans grows four-fold in 10 years

## Low-carb diets could shorten life, study suggests

By Alex Therrien  
Health reporter, BBC News

17 August 2018

Share

**Why eating your greens can give you the blues: Vegetarians are more miserable, have lower self-esteem and enjoy parties less than meat-eaters, scientists claim**

- Study asked questions to 400 vegetarians, meat-eaters and 'semi-vegetarians'
- Vegetarians had the most negative feelings and enjoyed social occasions least
- Report suggested teasing by omnivores may be to blame for negative feelings

By VICTORIA ALLEN SCIENCE CORRESPONDENT FOR THE DAILY MAIL  
PUBLISHED: 22:07, 2 November 2018 | UPDATED: 12:12, 3 November 2018

# Influencers/advocates

across Twitter and Instagram

## Influencers



## Advocates



# 00 Sustainability

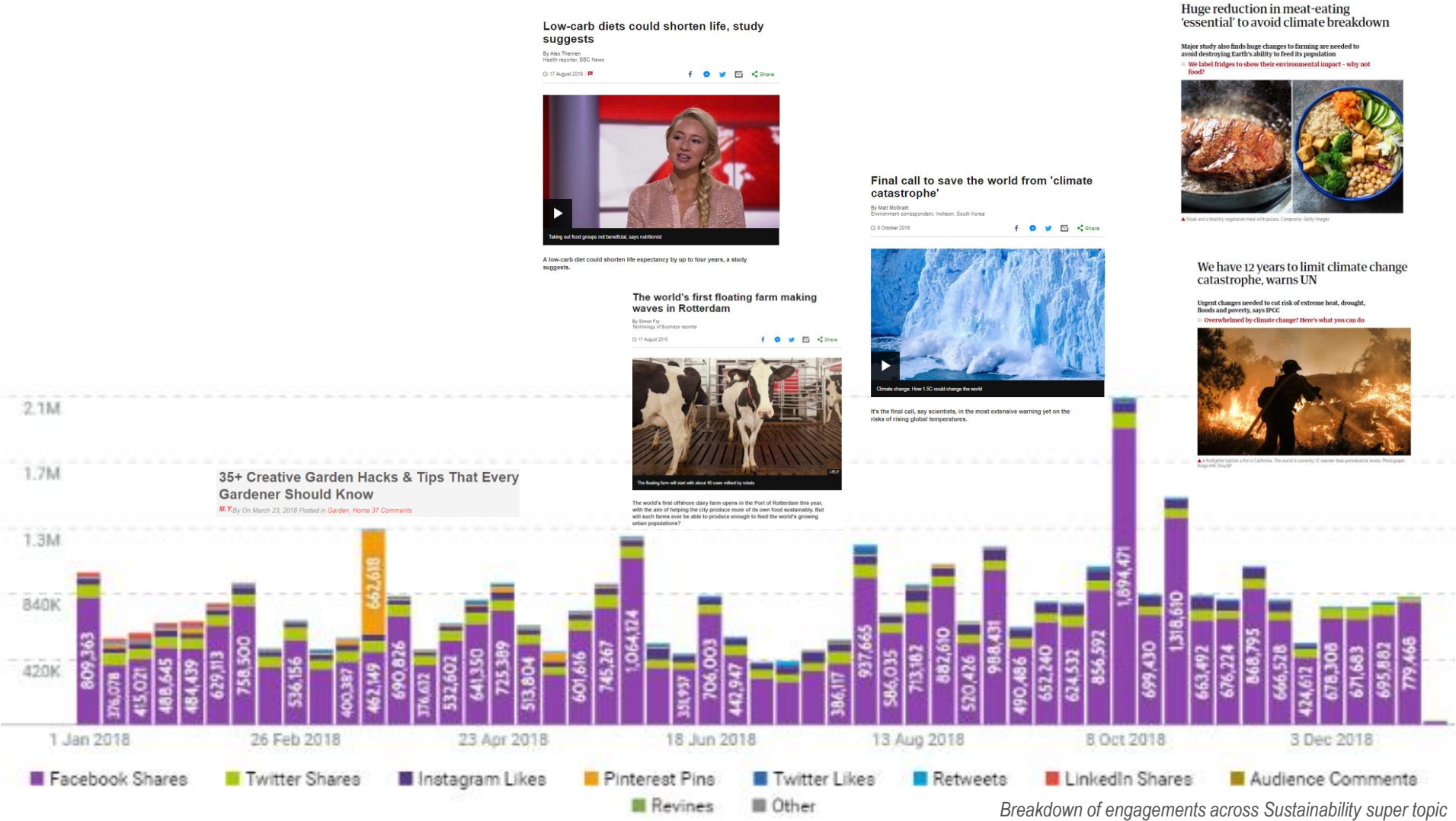


# Newspapers again drove huge social sharing across the year, with the effects of our diet and farming on our personal lives and the planet being some of the top shared topics

- Over 40.6m engagements across the super topic mentions
- Potential reach of 2T (1.2T from Newspapers online sites, 20.2b from blogs, 3.5b from Twitter\*)

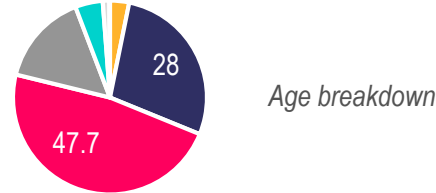
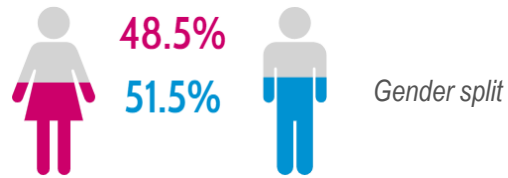
The 17<sup>th</sup> August saw a peak in mentions due to an article on 'Low Carb diets could shorten lives', whale hunting, single use plastic waste and the world's first floating farm in Rotterdam

October saw a peak in engagements due to articles on reducing meat consumption and the IPCC climate change report



\*Facebook reach cannot be completed due to protection of personal data and restrictions on tracking these pages

# Sourcing conversations highlight ways to make small and ethical changes to our consumption and purchase to improve our diets and environmental effect



## Top topics include:

- The best ways to eat more ethically for one's own health and to prevent or improve our effect on the environment
- Single-use plastic in food wrapping and disposable containers
- Locally sourced seasonal food – both in terms of climate footprint and celebrating local foods
- Wonky produce becoming more widely available and 'acceptable' and reducing food waste
- Seasonal menus (5.9k mentions in relation to the Duke and Duchess of Sussex's wedding)
- Brexit and how this may affect the UK's food sources
- Recipes and food inspiration are the most shared and engaged with posts on Instagram
- Vegan, vegetarian, and plant based are the most mentioned diets
- Importance of choosing sustainably sourced fish, meat, fruit and vegetables

Across this topic, 54% occurred on Twitter, 13% on Instagram, 13% on Blogs and Forums and 8.6% on Newspaper's online sites




**Robert Kimbell** #TimeForThePeople  
@RedHotSquirrel

Not so long ago, Brits produced about 80% of the food we eat. It's now about 60%. After Brexit, we can do two things: increase farm productivity, and consume far more of our home-made food. In fact, let's start right now! One of the things we can do, is to eat seasonal produce.

5:45 PM · 18 Jan 2018

394 Retweets 757 Likes



**epivegan** • Follow  
Rollerton, Derby, United Kingdom

epivegan It's so nice to get fresh vegetables out of the ground and cook with them. My friend Will gave me some fresh potatoes & from his allotment so I picked some rosemary and made these kick ass roast potatoes 🍟

Potatoes 🍟  
Olive oil  
Rosemary 🌿  
Smoked paprika 🌶️  
Oregano 🌿  
Smoked salt  
Roasted for 35 mins 190c  
#organic #veganforlife #vegetablegarden #veggie #fresh #farmtotable #noeggs #dairyfree #lovefood #eatclean #roastpotatoes #potatoes #organicfood #freshfood #rosemary #homecooked #sunday #sundaydinner #freedom #freedom #locallyfree #plantbased #veganrecipes #veganchef #cooking

2,819 likes

**livevitae** Food diary overdue: not every day is the same. I rotate my food choices daily. This is just one of my values into food choices along with the season, organic, sustainability, nutrients + calorie content and cost factor.

--

Mother Nature created an array of sources of fuel from plants, animals to meat (seafood is where humans actually evolved!) + sunlight (photobiomodulation) I think it would be rude to not eat the spoils of what we have on offer with utilising the seasonal availability of these produce in their natural form!

**My Chemical Roadman** @marriedtothept · 9 Oct 2018

Halloween is nowhere near as scary as the fact that we only have 12 years as a population to halt the permanent damage we're doing to this beautiful fucking planet we live on. 12 years to stop sea levels rising, pollution killing the oceans, globe warming. All of it.

92 48K 96K

**My Chemical Roadman** @marriedtothept

12 years to halt the masses of damage we're doing to this earth. But a reusable coffee cup, buy cans and recycle them instead of bottles. Buy local fruit and veg, cut down on your plastic usage. But the biggest change you can make to this planet is leaving meat off your plate.

6:31 PM · 9 Oct 2018

447 Retweets 1,233 Likes

**Mike Galsworthy** @mikegalsworthy

"The IPCC says we need to: buy less meat, milk, cheese and butter; eat more locally sourced seasonal food"

But we're planning on doing trade deals to bring in beef from US & Australia...

#StopBrexitAndThink

**bbc NEWS**

Climate change: Where we are in seven charts

As representatives gather in Poland for talks on climate change, we look at how hot the world has got and what can we all do to tackle global warming.

bbc.com

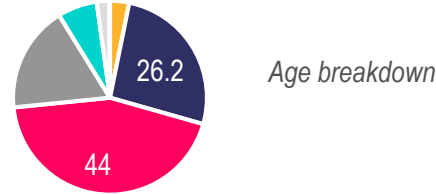
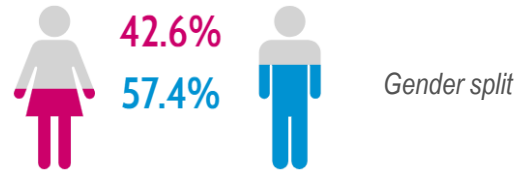
6:53 AM · 3 Dec 2018

619 Retweets 1,208 Likes

49 619 1.2K



# Environmental conversations are focussed on the negative effects our consumption and processes are creating and the severity of these issues



Top topics include:

- Palm oil usage and companies/products who have removed this from their offering
- Veganism and whether the claim of this being the most environmentally friendly diet is true
- Environmental effects of changing food habits
- Meat and Dairy farming, and avoiding these food groups (especially red meat) to reduce our impact on the environment
- Effects of waste and plastics on the environment globally (issues raised in the US are spoken about in the UK)
- Impact of alternative foods on the environment like milk alternatives
- 'zero waste' and food waste
- Climate change effects on potential food resources (crop issues, potential for increased food poverty)
- Activism across demographics to highlight the environmental effects of our diet

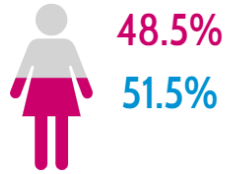
Across this topic, 57% occurred on Twitter, 13% on Newspaper's online sites, 12% on Blogs and Forums and 5% on Instagram



The collage includes several tweets and news snippets:

- Guardian Environment** (@guardianeco): "Huge reduction in meat-eating 'essential' to avoid climate breakdown". Accompanied by an image of a roasted vegetable dish.
- rach** (@peachrach): "something as simple as switching up your diet can help the planet so much! animal agriculture is one of the main reasons for rainforest destruction, excessive land/water usage and climate change! eating vegan can reduce the amount of damage that your food creates". Includes the #EarthDay hashtag.
- Paul Dawson on Climate Change** (@PaulDawson): "Climate change is making people hungry". "100 million people across the world needing humanitarian food aid because of climate shocks last year". Includes the #ActOnClimate and #climatechange hashtags.
- Jo Maughan QC** (@joymaughan): "The young, along with manufacturing workers, public finances, freedom to live and move and work throughout Europe, environmental and employment and food safeguards, all sacrificed on one old man's bitter ideological altar."
- Kevin Bass, MS** (@kevintbass): "Obesity is a problem with the food system. Gurus can help INDIVIDUALS navigate it, but they can also falsely market their ideas as systems-level solutions. This misdirection undermines science-based policy consensus. It may help individuals but harms society in the longer term."
- Caroline Lucas** (@CarolineLucas): "We face a crisis of nature. Agriculture Bill is an opportunity to reverse it."
- lesswastelaura**: "Let's talk about milk". "Much new research has emerged in the last few years about the environmental impact of many different food groups, types and agricultural practices". "I think we can all agree that the farming of cattle (for both meat and dairy) is much more intensive (in terms of water use, land use and from greenhouse gas emissions), but I am wanting to say my piece about how I choose to eat". "This post is not about eating meat, being vegan, veggie, flexitarian or any of the multiple other eating types, this is about how I evaluate environmental weight day to day. I try to live local and seasonal, reducing my carbon footprint from distances of 'seed to plate'. I cannot agree".
- rhritition SUSTAINABLE EATING**: "I don't want to alarm everyone but the country is in a bit of a crisis - most of us are still consuming too many calories, saturated fat, sugar and salt!". "Although so many are improving eating behaviours, the reality is we (on a population level) have less healthy food, fibre, vitamins, minerals and hydration than ever before and it's taking its toll on the environment". "A sustainable diet is one with low environmental impact, contributing to food and nutrition security and is linked to healthy lives for present and future generations."

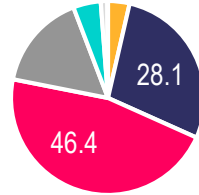
# Consumption conversations are discussed on both a broad organisational and consumer level highlighting the cause and effect of our relationship with food and waste. There are many organisations here who focus on committing to change



48.5%  
51.5%



Gender split

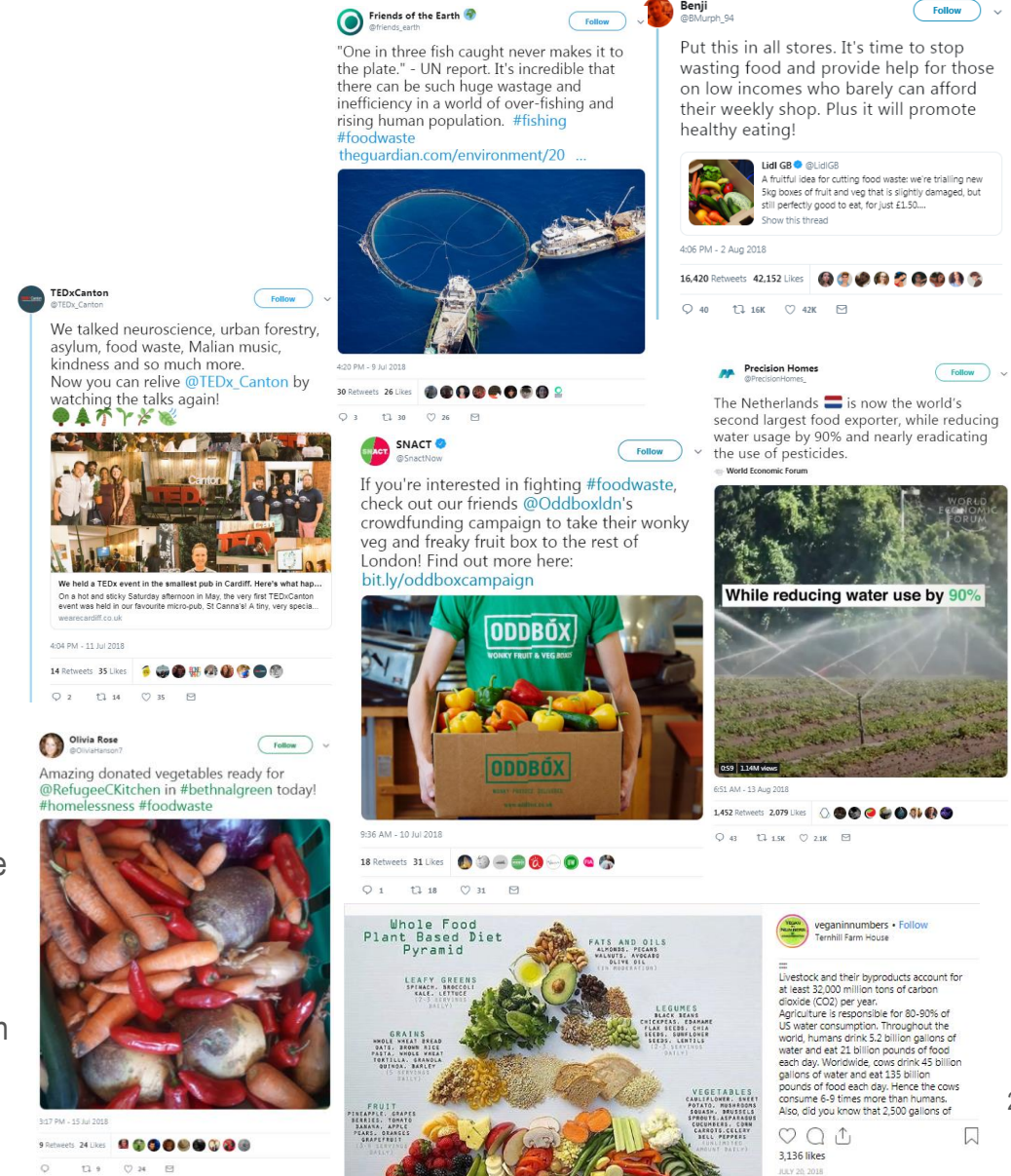


Age breakdown

Top topics include:

- Consumer, supermarket, and business food waste
- Food waste restaurants and start-up companies/apps selling local wonky veg/ product that would be rejected by supermarkets
- Food waste challenges for families, students (university and school)
- Landfill overuse and the effect of this on climate change
- Overfishing and eating more sustainable fish
- Resources like the volume of water needed for certain food products (burgers, coffee, wine, olive oil, almonds)
- Meat and Dairy farming, and avoiding these food groups (especially red meat) to reduce our impact on the environment
- Removal of best before dates to re-educate on food wastage

Across this topic, 70% occurred on Twitter, 10% on Newspaper's online sites, 10% on blogs & forums, 1.3% on Instagram

The collage features several tweets and infographics. Tweets include:
 

- From **Friends of the Earth**: "One in three fish caught never makes it to the plate." - UN report. It's incredible that there can be such huge wastage and inefficiency in a world of over-fishing and rising human population. #fishing #foodwaste theguardian.com/environment/20 ...
- From **Benji**: "Put this in all stores. It's time to stop wasting food and provide help for those on low incomes who barely can afford their weekly shop. Plus it will promote healthy eating!"
- From **Lidi GB**: "A fruitful idea for cutting food waste: we're trialling new big boxes of fruit and veg that is slightly damaged, but still perfectly good to eat, for just £1.50..."
- From **Precision Homes**: "The Netherlands is now the world's second largest food exporter, while reducing water usage by 90% and nearly eradicating the use of pesticides."
- From **SNACK**: "If you're interested in fighting #foodwaste, check out our friends @Oddboxidn's crowdfunding campaign to take their wonky veg and freaky fruit box to the rest of London! Find out more here: bit.ly/oddboxcampaign"
- From **Olivia Rose**: "Amazing donated vegetables ready for @RefugeeKitchen in #bethnalgreen today! #homelessness #foodwaste"

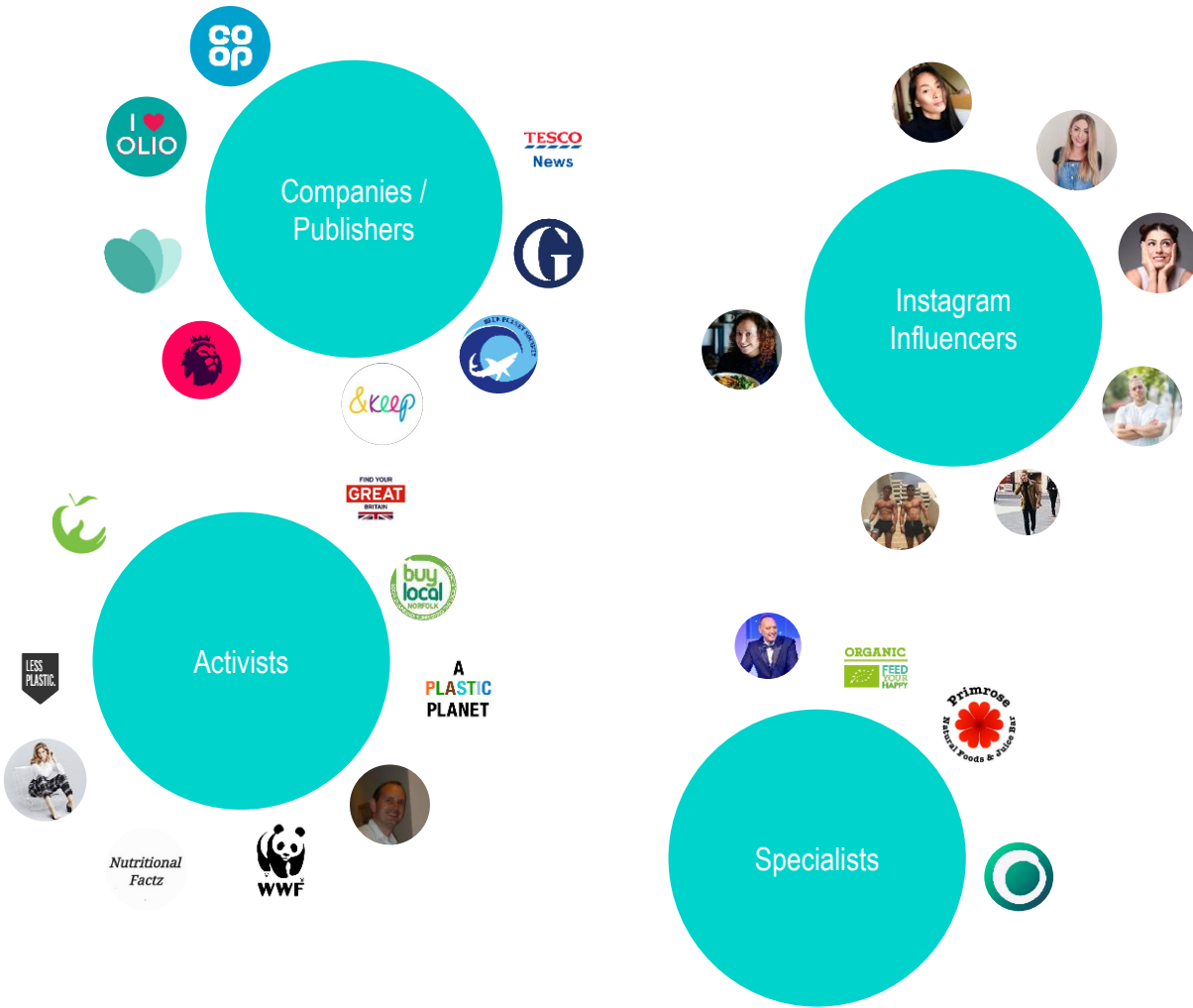
 Infographics include:
 

- Whole Food Plant Based Diet Pyramid**: A pyramid diagram showing food groups from bottom to top: Fruit, Grains, Vegetables, Legumes, Fats and Oils. It lists various food items for each category.
- While reducing water use by 90%**: A photo of a field with a large 'X' over it, indicating water conservation.
- veganinnumbers**: A text-based infographic stating that livestock and byproducts account for at least 32,000 million tons of carbon dioxide (CO2) per year, and that agriculture is responsible for 80-90% of US water consumption.

# Influencers/advocates

across Twitter and Instagram

## Influencers



## Advocates



# 00 Food System

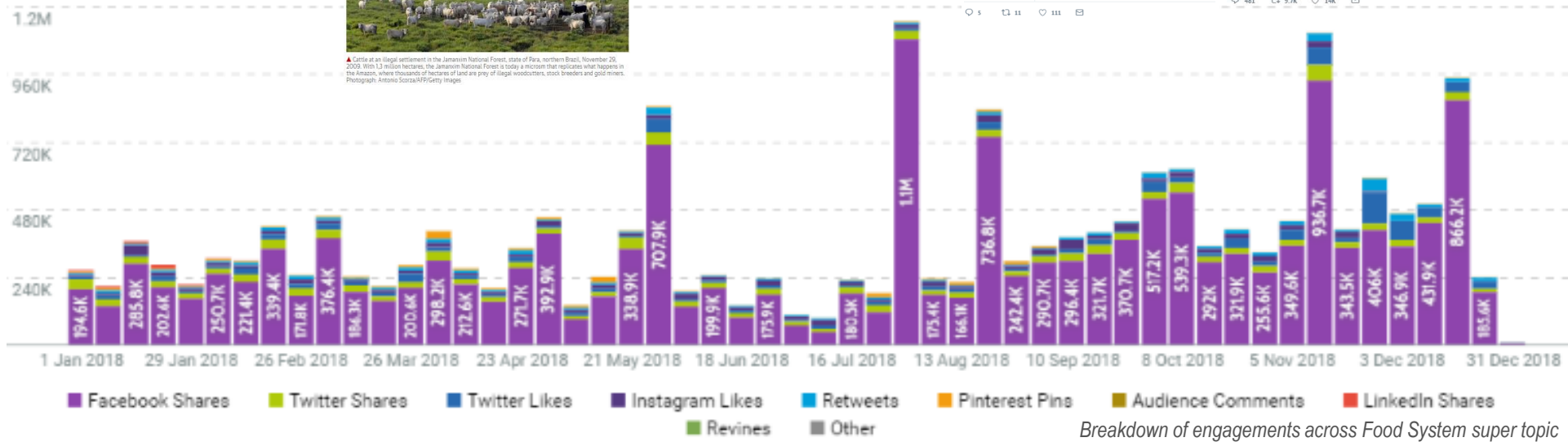
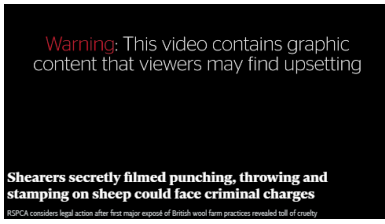


# Food system conversations discuss the negative outcomes of consuming animal products and highlight political involvement for those struggling in the system

- Over 19.8m engagements across the super topic mentions
- Potential reach of 914.1b (531.7b from Newspapers online sites, 11.7b from blogs, 4.1b from Twitter\*)

The end of November –beginning of December saw a peak in mentions due to conversations around food banks (in regards to the Conservatives and poverty) and meat consumption

Other peaks in engagements were due to conversations around diets and meat reduction to improve our environmental impact (May), and food banks and animal welfare in August

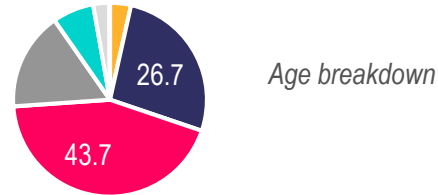
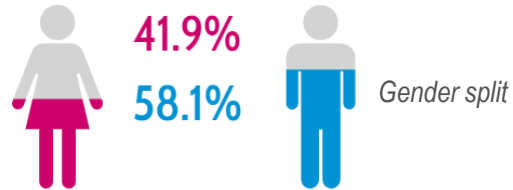


Breakdown of engagements across Food System super topic

\*Facebook reach cannot be completed due to protection of personal data and restrictions on tracking these pages



# Food banks conversations are largely in response to governmental and political actions that the consumer and audience disagree with



Top topics include:

- Food poverty in the UK across adults and children
- Food bank usage and awareness over the Christmas period
- Brexit effect
- Awareness and support for those who need to use food banks (homeless community)
- Political party involvement in food banks (Conservatives often questioned for their authenticity here)
- Malnutrition and diet
- School meals supplying regular meals to children in poverty
- Initiatives and awareness for local food banks
- Governmental funding opinions (areas where funding would be better aligned to food poverty)

Across this topic, 96% occurred on Twitter, 2% on Newspapers online sites, and 1% on blogs and forums



UK austerity has inflicted 'great misery' on citizens, UN says

Poverty envoy says callous policies driven by political desire for social re-engineering

- 'I'm scared to eat sometimes'
- Women reveal impact of cuts
- Children tell UN: 'It's unfair'



Dr Benjamin Janaway

@drjanaway

Follow

Nurses are using food banks but the Madeline McCann investigation gets another £150k. What a disgusting and pathetic attempt at a government we really have.

8:10 PM - 13 Nov 2018

5,612 Retweets 23,364 Likes

28 5.6K 23K



The Horsfall

@TheHorsfall

Follow

Our opening hours are on our @42ndStreetmcr website here as well as other services including mental health, homeless and food banks. [42ndstreet.org.uk](https://42ndstreet.org.uk)

12:20 PM - 31 Dec 2017

1 Retweet 1 Like

1 1 1



Rachael Swindon

@Rachael\_Swindon

Follow

- 127,600 homeless children
- 9,000 rough sleepers
- 1.9m pensioners in poverty
- Dementia Tax floated
- 4m children in poverty
- 2,000+ Food Banks
- ESA cut by £30 a week
- Universal Credit in chaos
- 120,000 deaths linked to austerity
- NHS on its knees

#BecauseOfTories

11:25 AM - 31 Dec 2017

1,978 Retweets 1,987 Likes

95 2.0K 2.0K



Dr Benjamin Janaway

@drjanaway

Follow

Odd time in Britain. The youth are seen as entitled, yet poverty is at record highs. The left are seen as anarchists, yet most ask for democracy. Corbyn is called a terrorist, whilst May sells bombs to whoever will buy, and nurses are called elites, whilst using food banks.

2:03 PM - 22 Oct 2018

5,818 Retweets 13,109 Likes

209 5.8K 13K

Child poverty: Pale and hungry pupils 'fill pockets with school food'

By Hannah Richardson  
BBC News Education Reporter in Brighton  
© 2 April 2018



Malnourished pupils with grey skin are "filling their pockets" with food from school canteens in poor areas due to poverty, head teachers say.



Sorcha Eastwood

@SorchaEastwood

Follow

I've noticed some MPs tweeting pics at Food Banks, smiling, saying they're happy to be there etc. If you can donate, great. But as an MP you should be bloody well asking the question as to why Food Banks exist in 2018. People relying on goodwill is a grotesque failure of gov policy

12:31 PM - 2 Dec 2018

4,725 Retweets 17,271 Likes

327 4.7K 17K



Peter Stefanovic

@PeterStefanovic2

Follow

Is this a joke? 4 Million kids are living in poverty, millions are reliant on food banks, GPs prescribing nutritional drinks to starving patients, homeless dying on our streets, 19 Million Workers now on the edge of poverty & 17 Million people with less than £100 in savings!!!!

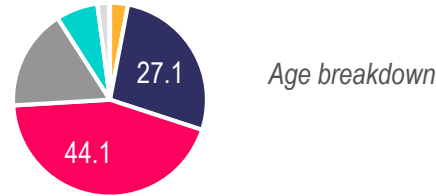
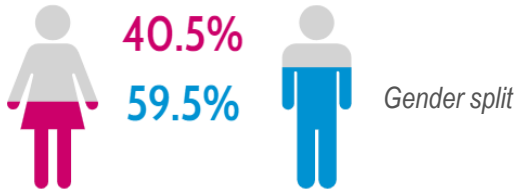
Fraser Nelson @fraserhelson  
We reach the end of 2018 with a country that has never been healthier, wealthier or - as the official 'wellbeing' index tells us - happier. #DespiteBrexit. My Telegraph column on what went right in 2018 [telegraph.co.uk/politics/2018/12/31/what-went-right-in-2018/](https://www.telegraph.co.uk/politics/2018/12/31/what-went-right-in-2018/)

10:10 PM - 28 Dec 2018

5,004 Retweets 8,982 Likes

459 5.0K 9.0K

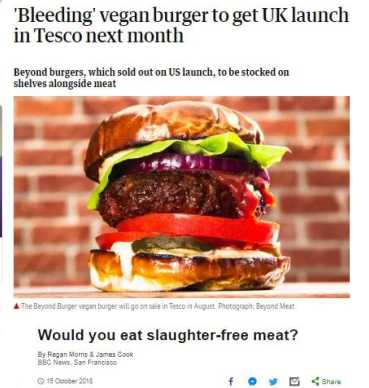
# New tech conversations focus on the animal cruelty aspect being replaced as a positive outcome and also the similarities to real meat products generated by lab technology



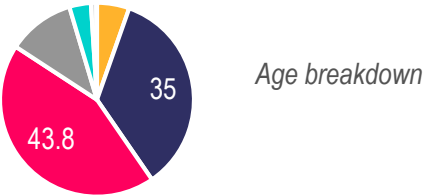
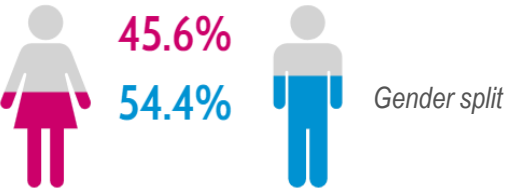
Top topics include:

- Reducing meat consumption to lower environmental impact
- Veganism
- Cultured meat as slaughter-free alternative
- Potential link between GM products and cancer
- Lab-grown meat and the developments in this as a sustainable food source
- The environmental benefit of lab-grown meats both from a farming/cruelty and eco footprint of traditional vs tech meats
- Lab-grown meats launch in UK supermarkets and restaurants

Across this topic, 58% occurred on Twitter, 18% blogs and forums, 7% on Newspapers online sites, 2% on Instagram



Fast food conversations are largely very broad, however conversations when more focussed around the food are in relation to the convenience of it, the health effects of this being high in people's diets, and advertising bans to protect children



Top topics include:

- Sugar content and health effects of high sugar desserts like freakshakes
- Convenience of fast food
- Cost of fast food in comparison to 'healthy' foods
- Food source for lower income demographic
- Obesity and 'life hacks' to provide alternatives to fast food (meal prep, portion control and water intake)
- Fast Food advertising ban initiatives and the ban on London Transport
- Single Use plastic ban including fast food containers and straws
- The future of fast food

Across this topic, 70% occurred on Twitter, 12% on newspaper online sites, 8% on blogs and forums, and 1% on Instagram



Call for UK ban on 'grotesquely sugary' freakshakes  
© 13 November 2018



The campaign group Action on Sugar is demanding a ban on freakshakes and all milkshakes with more than 300 calories.



UK's 'unhealthiest' High Streets revealed  
By Laurel Ives  
BBC Health  
© 2 November 2018



Britain's High Streets are getting unhealthier, according to a report analysing 70 major UK towns and cities.

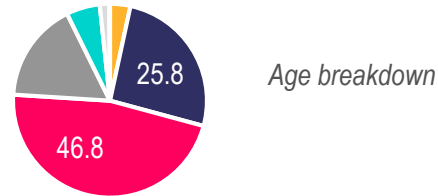
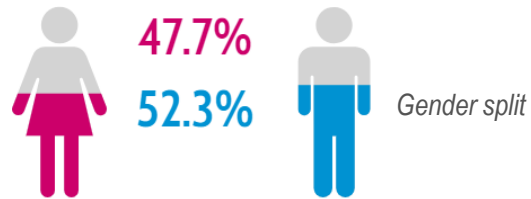
BBC News (World) @BBCWorld  
The future of fast food?



4:12 PM - 6 Mar 2018  
509 Retweets 813 Likes



# Education conversations include retailers updating policies following news on the impact from certain materials as well as statistics on overall consumer group health



Top topics include:

- Removal of Palm Oil and Sing use plastics from brands and supermarket own brand produce
- Removal of best before date labels to change the food waste behaviour
- Food and nutritional labelling to be clearer and more informative for allergens and intolerances and adopting new diets
- Nutrition understanding as an aid to understanding health effects and benefits of good health on psychology
- Foods linked to ill health and disease (processed foods)
- Environmental effects of farming and meat consumption
- Governmental restrictions affecting consumers food and nutritional information
- Nutritional trainings for professionals – doctors, nurses, teachers

Across this topic, 59% occurred on Twitter, 14% on newspaper's online sites

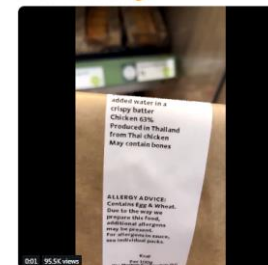


## Processed foods are driving up rates of cancer: Major study reveals the health threat including cereal, energy bars, sausages and chocolate

- Eating processed food significantly raises the risk of cancer, experts have said
- The disease is claiming more lives because of the popularity of ready meals
- Sugary cereals and fizzy drinks also dangerous, the wide-ranging study found
- Families are told to heed the warning and read food labels more carefully



Bit misleading don't you think @Morrisons ... chicken branded with the British flag yet if you look at the food labelling on the back it says the chicken is from Thailand?!



People with allergies make - quite literally - life & death choices when buying meals. Sandwich chains should put labels on food. No ifs, no buts.

Good Morning Britain @GMB  
To put a label to say this is what's in the sandwich and these are the allergens. It's a matter of obvious common sense.  
The father of the teenager who died after having an allergic...

The obesity epidemic follows a failure to tackle long hours work culture, non-active transport & prioritisation of cars, narrow & poor education, cheap junk food & aggressive advertising. Things could be very different with the right political will.

The Independent @theindependent  
Millennials in the UK set to be 'most overweight generation since records began' independent.co.uk/news/health/mi...

Reminder that medical students get 16 20 hours of nutrition education over 4 years. After all, their expertise is treating diseases, not preventing them.

If your doctor tells you that you "need" to eat animal products for your health, chances are they're talking bollocks.

Michelle Dewberry @MichDevs  
I respect Vegan's food choices. I do NOT respect those who bully, threaten & intimidate to stop education of the meat food-cycle. I spoke to this school's head. The abuse he received is shocking. I hope he reinstates his project. Bullies can not win.



Now you know why Food Standards, Food Safety and Food Labelling are among the Devolved Policy areas that Westminster are taking ultimate control over after Brexit! #BrexitThreat #PowerGrab #ScotRef

Richard Murphy @RichardMurphy  
US agribusiness lobbyists paid for trip by David Davis theguardian.com/politics/2018/... The political corruption that lies deep in the Tory party is aimed at the regulation that protects all of us

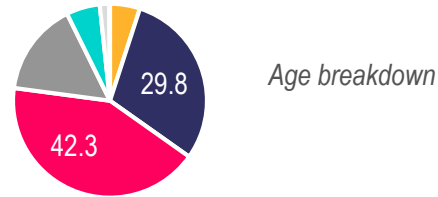
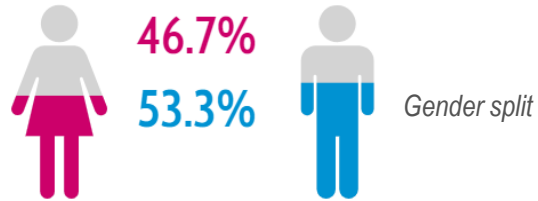
I'm saying that the system is stacked against people. Labels, marketing, conflicting advice, food composition is bewildering to millions. Of course I applaud health successes but I'm not criticising failure. And what I want is two million type 2 diabetics free of their meds.

TBF eating in an ethically sound manner is complicated  
What label on food tells you about the following?

Farm soil health  
Crop rotation  
Bird friendly farming  
Insect friendly farming  
Water friendly farming  
Animal welfare  
Animal diet  
Farm size  
Habitat quality on farm  
Food miles

There is a lot of moral posturing about food at the moment - about nine tenths of it is ill informed nonsense independent.co.uk/life-style/fo...

# Farming conversations focus on the repercussions environmentally of meat consumption as well as the health and safety in consumers for farming techniques



Top topics include:

- Meat farming's eco footprint
- Animal welfare including free range, organic
- Dairy farming and the conditions of this
- Food documentaries across traditional and non-traditional tv
- Alternative diets to counter farm effects including flexitarian and veganism
- Use of pesticides and antibiotics in foods
- The classification of foods as vegan friendly like avocados, almonds, and broccoli
- The 'vegan agenda' of sharing the reasons to become a vegan

Across this topic, 57% occurred on Twitter, 17% on newspaper's online sites, 12% on blogs and forums, 1% on Instagram



## Avocados, almonds and broccoli are NOT vegan: Why dieters' favorite ingredients break the rules

- A segment from the BBC comedy quiz show QI explained why many foods aren't vegan
- The foods include avocados, almonds, broccoli, kiwis and butternut squash
- Ethics professor Dominic Wilkinson of the University of Oxford explains the conundrum
- He says that it depends on where your food is sourced: if it's in an area that mass-produces avocados or almonds (like California) it could be a problem

**Financial Times**  
@FinancialTimes

Animal farming emits more greenhouse gases than all the world's cars, planes and ships put together



10:01 PM - 22 Sep 2018  
589 Retweets 1,830 Likes

**Sarah Wollaston MP**  
@sarahwollaston

'We also need to do more to reduce the use of antibiotics in farming & not just here in the UK. It won't be a '#Brexit dividend' if we are flooded with cheaper meat from intensively reared animals that have been stuffed with antibiotics, & terrible for animal welfare too

8:58 AM - 22 Oct 2018  
98 Retweets 233 Likes

## 'Flexitarian' diets key to feeding people in a warming world

By Matt McGrath  
Environment correspondent  
11 October 2018



If the world wants to limit climate change, water scarcity and pollution, then we all need to embrace "flexitarian" diets, say scientists.

**Kate Louise Powell**  
@KatePow3ll

This needs more attention. I think by now, an increasingly large number of us are aware of the negative impact that dairy has on cows, but not as many people realise that it is harming the environment more than ANY other type of farming.

**Kate Louise Powell**  
@KatePow3ll

Day 13: Dairy is a dirty business- polluting rivers & poisoning wildlife. A dairy farm with 2,500 cows produces as much waste as 411,000 people...

Show this thread

11:40 PM - 13 Feb 2018

88 Retweets 178 Likes

1 88 178

## Huge reduction in meat-eating 'essential' to avoid climate breakdown

Major study also finds huge changes to farming are needed to avoid destroying Earth's ability to feed its population  
We label fridges to show their environmental impact - why not food?



**Alastair Thompson**  
@AlastairJT

This is impossible.

Greenhouse emissions aren't just from coal (which Labour advocated for) they also come from even animals such as cows.

The UN estimates 14.5% of greenhouse gas comes from animal farming alone. So unless Labour are going to ban farming, they're lying. #Lab18

**The Labour Party**  
@UKLabour

Time is running out to stop climate change. That's why we're pledging to eliminate greenhouse emissions entirely. With us? RT this 🌱 #Lab18

2:23 PM - 25 Sep 2018

80 Retweets 139 Likes

19

80

139

19

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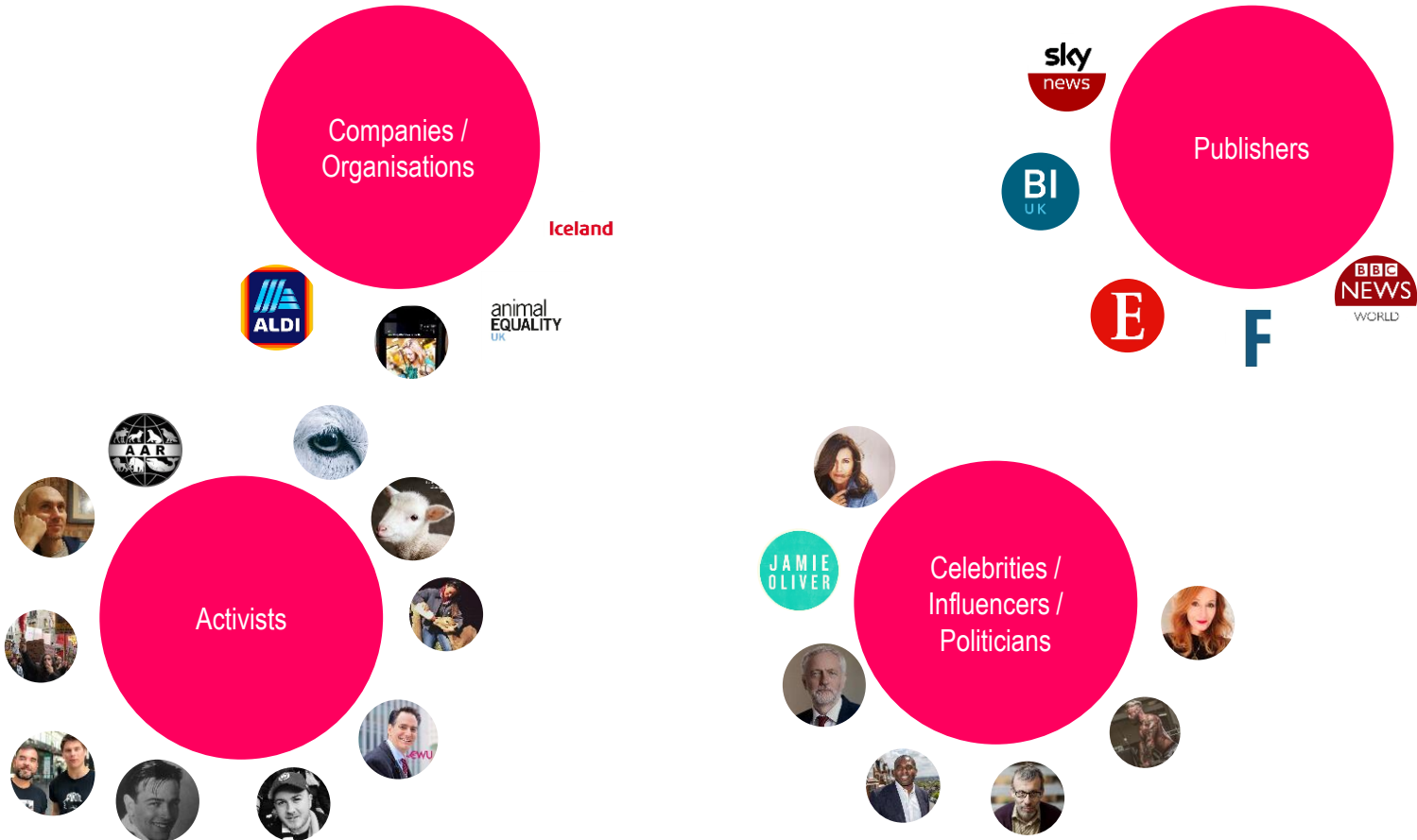
80

139

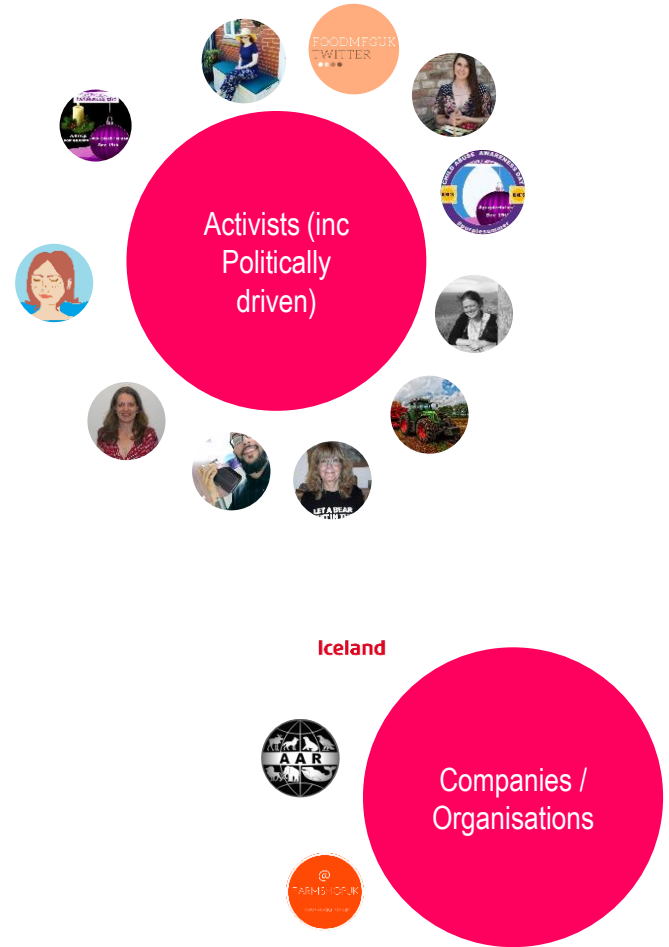
# Influencers/advocates

across Twitter and Instagram

## Influencers



## Advocates



00

# Appendix – Qualitative research



# Sample Overview

21 interviews

Equally spread across 5 regions + 2 added regions

Average age: **39**

Gender:  13       9

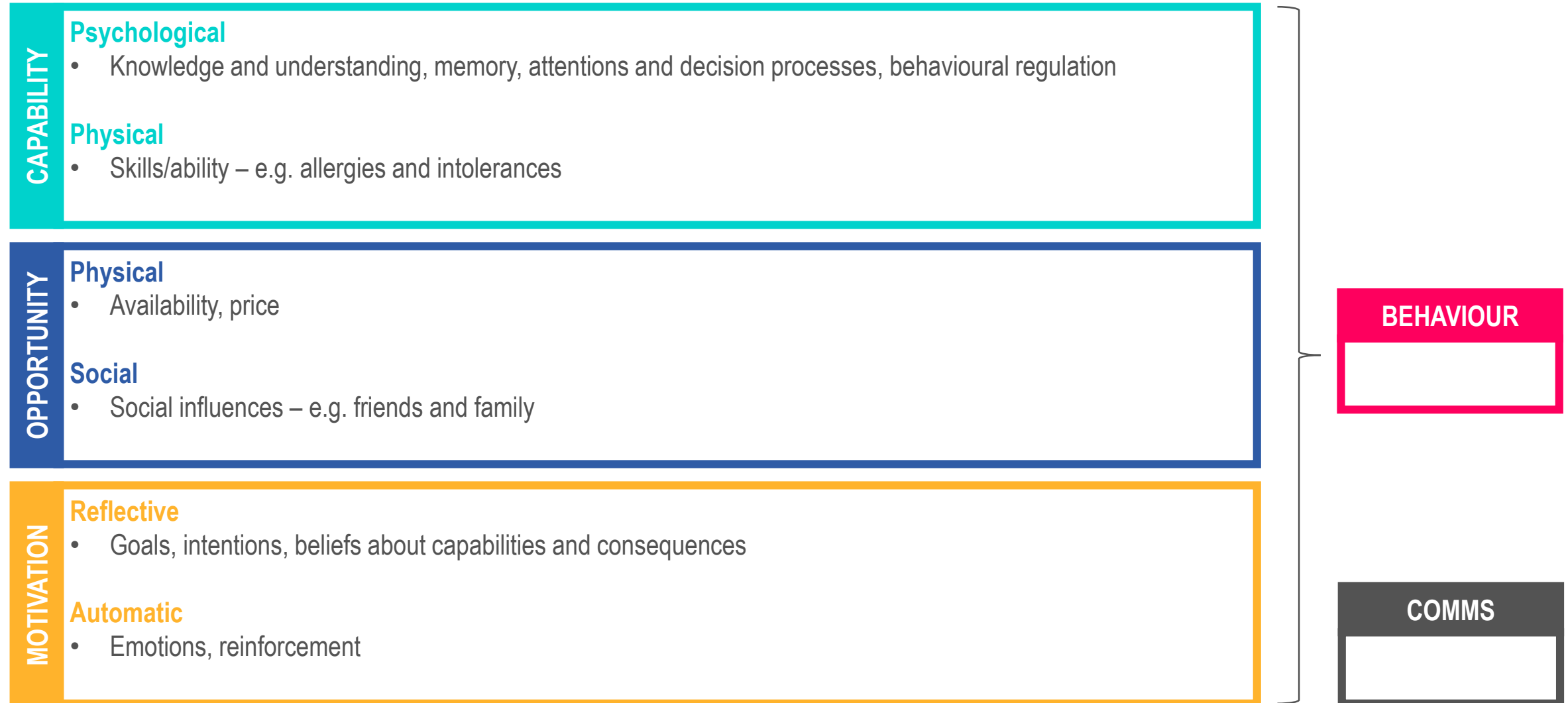
Social grade: **B6 8C1 5C2 1D**

Family status: 12 parents / 9 non-parents

Ethnicity: 14 white British / 7 BAME



# Behavioural Model



01

# Healthy Eaters

# Healthy Eaters



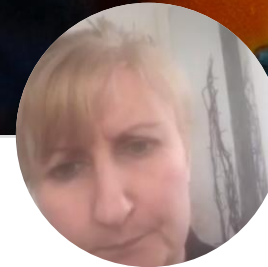
**Fran, 50**  
Midlands



**Lilly, 31**  
London



**Ross, 37**  
Scotland



**Charlotte, 40**  
Wales



**Katie, 40**  
Staffordshire



Their knowledge about healthy eating has come from news articles and health professionals as well as specialist retailers (Holland & Barrett). Specialist knowledge includes the benefits of probiotics for the gut and antibiotics found in meat products.

Some admit it is hard to resist unhealthy choices and many recognise gaps in their own knowledge about foods, particularly around new foods or special circumstances, like being pregnant or breastfeeding.

Limiting factors for adapting a healthy diet have been slow adoption of super foods by retailers and restaurants and food aversions and intolerances. This can be an enabling factor for those eating vegan with a dairy intolerance. Own or partners' cooking skills and restricting unhealthy choices in the house are further facilitators.

Facilitators of healthy eating regimes are the rise of available options, for those who follow a vegan diet for health reasons, cooking skills and bulk buying. Though there are more barriers than enablers to eating healthily, main factors being affordability and convenience with perceptions that healthy food needs to be cooked from scratch. Availability of specific health foods or a dislike to healthy or vegan alternative are further limiting factors.

Whilst sharing recipes with like minded people either through cooking for them or on Facebook can encourage the healthy behaviours, social occasions and work lunches can be challenging for those wanting to eat healthily. Healthy Eaters need to inform others of their requirements in advance or prepare alternatives for themselves. Moreover, socialising including alcohol can lead to lapsed behaviour and overindulgence. Those who appreciate foods, sometimes struggle choosing what is 'good' over what is 'tasty'.

Reflective motivations for following a healthy diet tend to start with personal health goals of intervention (weight-loss), prevention (avoiding carcinogenic foods) and fitness goals. Parents are further motivated by wanting their kids to grow up with healthy foods and keeping themselves fit and healthy for their children's sakes. Later in life, personal health scares or experiencing those of others around them reinforces the motivations to eating healthier.

Automatic motivations span across a wider spectrum from early years dislikes to certain foods or food groups, particularly for those avoiding meat and animal products, which later found a framework for continuation through vegetarianism or veganism to having watched documentaries (e.g. Knives over Forks, Cowspiracy) about the food industry triggering aversions and as a result behavior change to avoiding specific foods. Seeing physical results or perceptions of feeling better reinforce the healthy eating regime and further motivate to continue and improve.

Healthy eaters we spoke to are interested in a range of healthy eating approaches. A few are or have tried vegan or vegetarian diets. Across both meat-avoiders and omnivores there is consensus over avoidance of processed meat. They make an effort to cook from scratch or at least try and acknowledge that this will give them the best nutrition. This group shares an interest in new ways of eating, e.g. paleo, KETO and trying out new food such as Kombucha, CBD. Some use the traffic light labelling to inform their choices and in one case eating a healthy, vegan diet is a side-effect of a history of fussy eating.



# Comms

Our healthy eaters get a lot of their food and nutrition knowledge online including social channels Facebook – including groups, Instagram, Pinterest and YouTube. Fitness accounts, cooking channels (YT) and podcasts provide inspiration through either alignment with their own identify (i.e. similar body shape/history) or aspirational life styles (e.g. athletes).

Most shared content includes an exchange of recipes with like minded people or posting their progress and recipes on Instagram/Snapchat.

For all it is important not to provoke, but to inspire and share.

There are a few areas mentioned where respondents would like to see improvement:

- Independent reviews on what is healthy, e.g. educate around BMI and muscle mass
- Government intervention in Facebook posts around food
- Others don't believe in direct government comms, but believe it is the role of schools and parents to educate future generations about healthy eating
- More information should be available on power/superfoods and their benefits through retailers and restaurants, but also in schools

# 02

# Meat Reducers

# Meat reducers



**Rekha, 32**  
Midlands



**Ria, 34**  
London



**Rick, 38**  
Scotland



**Neil, 33**  
Wales



**David, 37**  
Staffordshire

Present information landscape around food and its origins have is leading to increased awareness and understanding of agriculture, ethical concerns and health effects of animal product consumption and learning more about vegan nutrition and supplements. Obstacles to adapting a vegan lifestyle range from lack awareness of alternatives to the meat and dairy products, thinking they wouldn't get enough protein from plant-based diet as well as a love for cheese and chocolate. The dissonance of wanting to be vegan, but not wanting to give up on those comfort foods lead one respondent to blocking out animal cruelty content entirely.

A vegetarian avoided eggs initially as she believed these would hatch and turn into chickens if left alone.

Physical factors are perceptions of improves physical and mental health that further reinforce the diet choices, a belief that humans are not designed to digest dairy or mass produced milk and a vegetarian who due to an infection was forced to avoid dairy and kept this up afterwards.



Increased availability of vegan, meat-free/alternatives in retailers and restaurants as well as improved labelling has further enabled the meat reducers in their efforts. Others travelled to foreign countries to their new way of eating (e.g. India).

Barriers are posed by schools not accommodating vegan diets, time effort in checking the label for animal ingredients and lack of premium restaurants offering vegan options. Convenience and availability are still issues facing vegans on the go.

Respondents don't tend to become vegan/vegetarian in isolation, often their partner, a family member or friend introduced them to the diet. Wider social networks or certain ethnic backgrounds (e.g. Hindu) present an opportunity to explore a meat-less diet.

Some social influences can equally form a barrier, often family (parents, grandparents) don't approve of the 'modern diet' choice or schools don't support the lifestyle for children.

There are generally three strands of veganism recognised (REF!), animal cruelty, sustainability/environmental concerns and personal health. Of those we spoke to the driving factors were ethical and animal cruelty reasons or health motivated, where avoiding cruelty was merely an added benefit.

Irrespective of their reflective motivations their behaviour is reinforced through positive perceived health outcomes including weight loss, improved skin, mental health and increased energy.



Meat reducers we spoke to range from those consciously reducing the amount of meat they eat and choosing sustainable, less cruel sources to vegetarians and strict vegans. All of the meat avoiders, who are parents, would feed animal products to their children. One of them also goes on regular 19 hours detox to feel better.

# Comms

Our meat reducers get their information about food from a range of media channels from TV news, food network and BBC good food and cookery books to Googling and social media channels. Instagram is acting as a place of inspiration through influencers and celebrities, Facebook for discovering articles and following food related (e.g. What's for dinner tonight?' or vegan groups. Twitter, being less personal, is open for confrontation and discussion making it more controversial among consumers who avoid conflict. Others attend vegan trade shows or watch documentaries 'what the health', both of which have triggered vegan diets.

There is a divide between animal rights activists, who publicly post content and especially news around the topic and those who prefer not to confront others with graphic or 'preaching' content. Others prefer to share recipes and restaurant discoveries with likeminded friends via direct messaging apps (FB or WhatsApp). Those who 'converted' others believe in speaking to others in person.

Respondents had a range of ideas to further educate others:

- Public guidelines as accessible as 5-a-day
- Positive messaging, e.g. one meat free day = X cars off the road
- Vegan labelling of food and supplements
- Information on alternative foods and stockists
- Health warnings on processed meat (similar to cigarettes)
- Education on wholesome vegan nutrition



# 03

# Sustainability Activists



# Sustainability Activists



**Vicky, 40**  
Midlands



**Gary, 60**  
London



**Pete, 32**  
Staffordshire



**Kris, 29**  
Scotland



**Jade, 52**  
Bristol



Increased awareness and understanding of the issues surrounding meat production, health and environmental effects (e.g. loss of wildlife, food miles, sustainable palm oil, provenance) equipped consumers with knowledge to need to make adjustments to their lifestyles. Some are conscious that there will be issues in supplies of certain foods following Brexit, others have learned about more sustainable foods from other country's cuisines or foreign philosophies like Ayurveda.

As the restrictions of a sustainable diet are belief based – rather than personal health driven – some say it can be 'hard to take it seriously' until you see the effects on the environment and others fail when craving junk food after a hangover.

Availability in supermarket, prevalence of local farm shops and visibility through labelling have enabled the consumers to make more sustainable choices. Introduction of wonky fruit/veg and travelling to other countries with more meat-free options or trialling veganism have further encouraged them.

Ambiguous, misleading or lack of labelling of food make choices difficult (e.g. avoiding palm oil); lack of variety in local shops, difficulty to avoid plastic packaging and cost of sustainable of fish/meat pose further barriers.

Having like minded family members often further encourages sustainable behaviour, especially where children adapt a certain ethos and parents want to encourage as well as lead better lives themselves. Different backgrounds, e.g. rural influences, can also help further educate on sustainability issues.

However, where there are great differences in food preferences due to sustainability beliefs, being in a larger household can pose greater difficulty, not just due to increased cost ,but the need to cater for a variety of beliefs.

On reflection sustainability activists are motivated by wanting to contribute to preserving the planet and a sense of responsibility to their children and future generations.

The behaviour is reinforced through feeling well as a result – both mentally and physically, with one respondent saying she feels less angry and bloated since reducing meat and only buying farm fresh produce. Another respondent, however, admits the struggles of changing life long eating habits for sustainability reasons.



# Behaviour

Our sustainability activists behaviour manifests in eating seasonal fruit and veg, shopping locally and straight from the farm or at least free range and choosing sustainable fish. None of the respondents were vegan or vegetarian, but all mentioned reduced meat and/or dairy intake for sustainability reason, partially driven by the higher price point of sustainable meat/fish options.

# Comms

The sustainable consumers turn to TV and online news, documentaries, cookbooks and cook books for general food information. Facebook articles and YouTube videos are influential on specific topics, one respondent turns to Instagram to print out 'rainbow' food and seasonal chart, others turn to specialist publications like Ethical consumer, ecologist magazine, soil association. Friends and family engaged in the topic are also driving conversations.

All consumers share articles they deem to be beneficial to others, they don't want to preach, but share what they find interesting often on Facebook or messenger. Sharing goes beyond social and they often engage in the conversations offline with friends, family and colleagues.

Opportunities/gaps are accessible information on footprint of food, provenance, supply chains, seasonality, sustainability for wider audiences. They would like this to be in an easy format on the food/at the retailer. They are divided on whether the information should come from the government, medical professionals, supermarkets or public figures.

04

# Food System Critics

# Food System Critic



**Nicholas, 57**  
London



**Jack, 19**  
Midlands



**Ravi, 23**  
Staffordshire



**Debbie, 50**  
Scotland



**James, 35**  
Wales



**Chris, 38**  
Lincoln

Increased awareness and understanding of the ethical and environmental issues around mass food production from animal welfare to deforestation to food waste and learning more about nutrition – either sugar and its effects or vegetarian diet have equipped consumers with the ability to make a change.

Food bank givers are enabled by having resources to spare for others, whilst those concerned with nutrition experience setbacks from poor/inconsistent labelling.



Cooking skills and being able to afford a) higher quality foods or b) a little extra food for food banks enable the critics to follow their beliefs. Those who choose to be vegan as a result of their beliefs find it easier nowadays and routinely swap for meat alternatives in recipes.

Barriers often outweigh the enablers with

Labelling: lack of labelling in restaurants and take-aways. Equally, origin, organic or free range or vegetarian should be declared on all labels.

Convenience food: often unhealthy, but alternative of preparing and freezing meals is time consuming; trade-off between long shelf-life and healthiness (preservatives/stabilisers).

Social influences provide opportunity through either educating (activist groups, parental influence), providing 'ethical' food choices or where the rest of the family follows the same ethos and diet.

# Motivation

Motivations depend on their main areas of concern: giving to food banks is driven by wanting to give to people who have less, whereas a respondent who is concerned about labelling is looking for more help in his weight loss journey. The overall food system critic believes avoiding/reducing factory farming is not only better for animals, but better for the planet, too so everyone should be vegetarian.

Automatic motivations are more consistent across respondents with all feeling positive as a result of making changes/conscious decisions. In case of the dieting respondent, weight loss success further motivates to scrutinise labels and others generally claim to feel better as a result of more conscious eating. Motivations for avoiding meat products are being upset from seeing graphic animal cruelty.

The food system critics' concerns and behaviours vary from food banks, affordability, food labelling, convenience food and the whole food supply chain.

The disparate nature of the 'food system' topic reveals a vast range of gaps identified by the consumers they feel local foodbanks and their need for donations should be more publicised and people should be educated more around food contents, provenance, environmental effects, animal welfare and mass farming practice and the little things everyone can do to help.

Information should come from governments or independent from the food industry.

Across topics there is a wish for improved labelling to highlight:

- Process
- Provenance
- Contents
- Vegan

# Comms

Social media are a main channel for food information from local Facebook groups and dieting groups to Twitter and Instagram with videos being the most shared and mentioned content with veganism and animal cruelty often featuring. Other sources outside of social media include the news (including print), online sources or family members. Respondents tend to claim skepticism towards both traditional media and social media and will continue further research into topics that interest them. YouTube is more of a recipe inspiration than 'food system' information resource.

They generally share content, by only some will use the public platforms whilst others will educate their friends and family about the issues that concern them, either in person or in group chats. Other than those that define themselves as activists, respondents tend to shy away from sharing provocative or controversial content publicly.

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# Appendix – Search analysis



# 01 Health

## Top 5 Health topics

Sugar

Fitness / exercise

Obesity

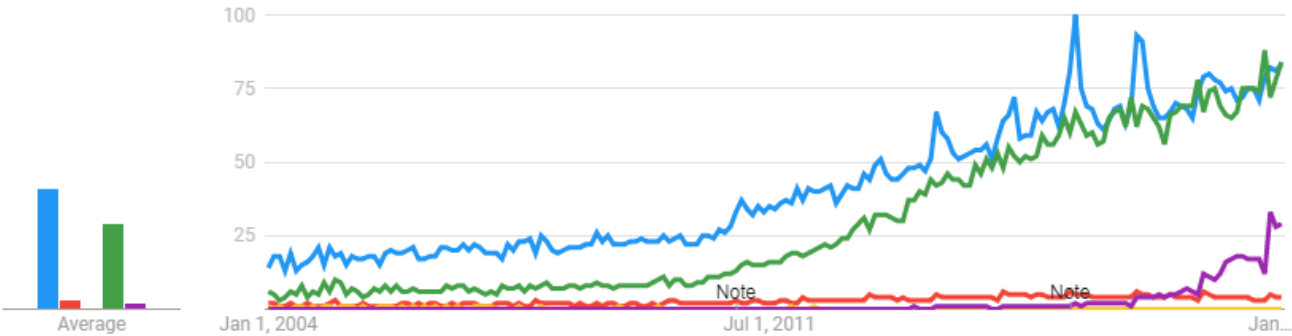
~~(Eating disorder)~~

Gluten free

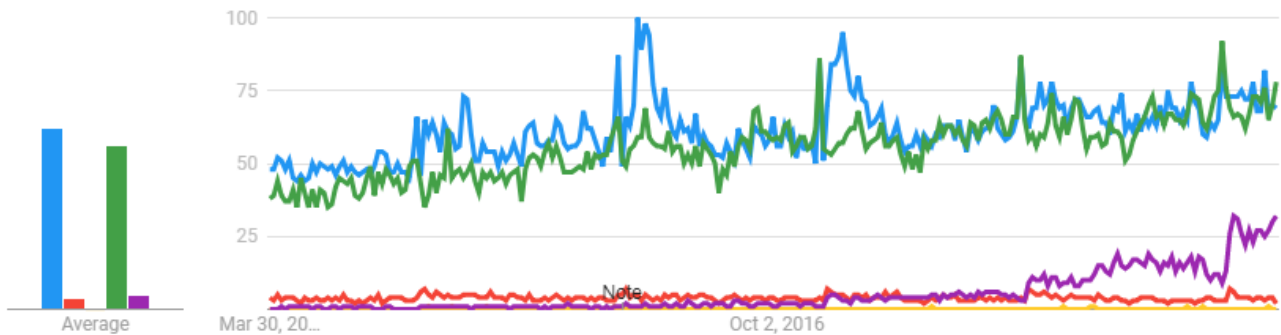
KETO

- **sugar**  
Search term
- **fitness**  
Search term
- **obesity**  
Search term
- **gluten free**  
Search term
- **KETO**  
Search term

Interest over time    

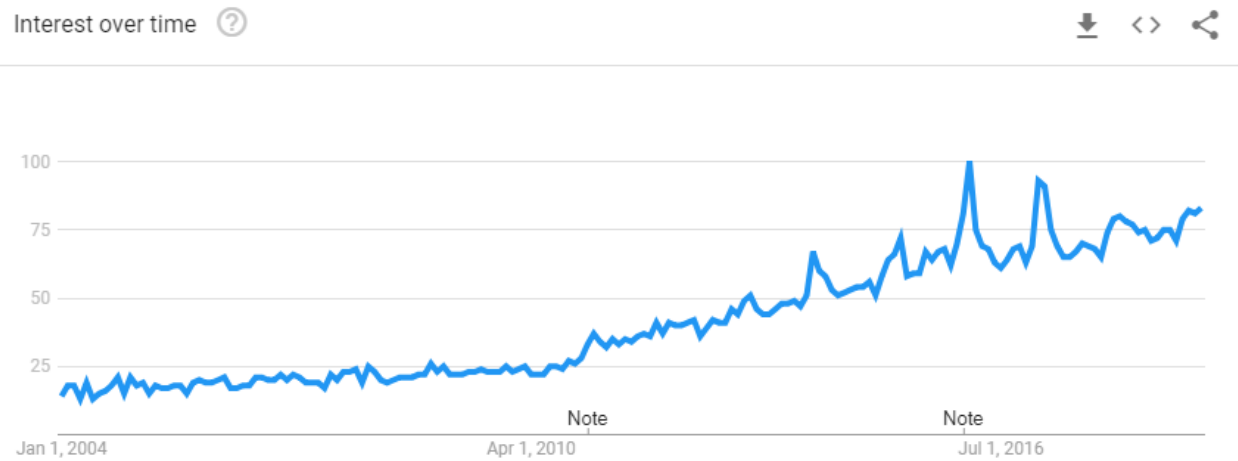


Past 15 years

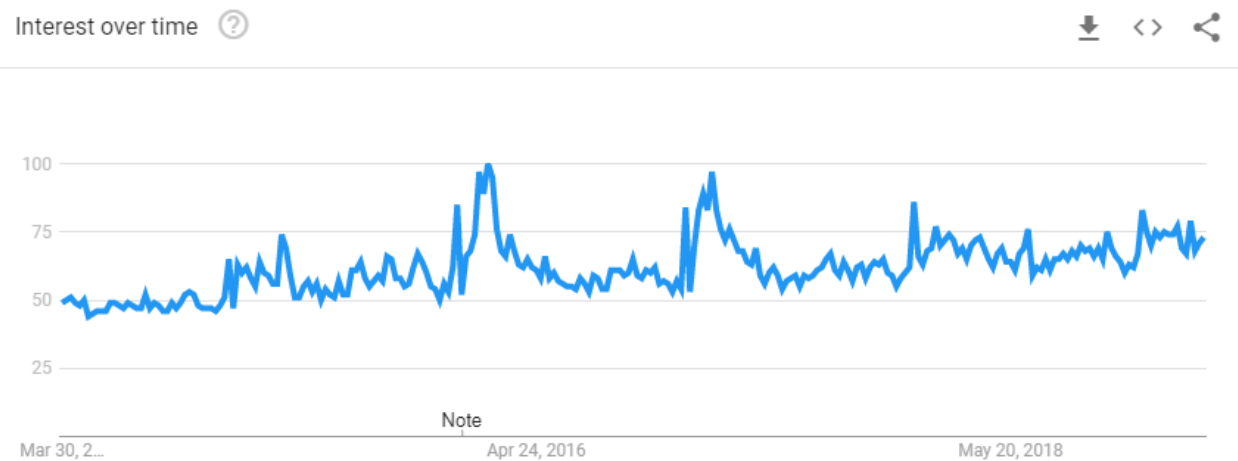


Past 5 years

# Sugar



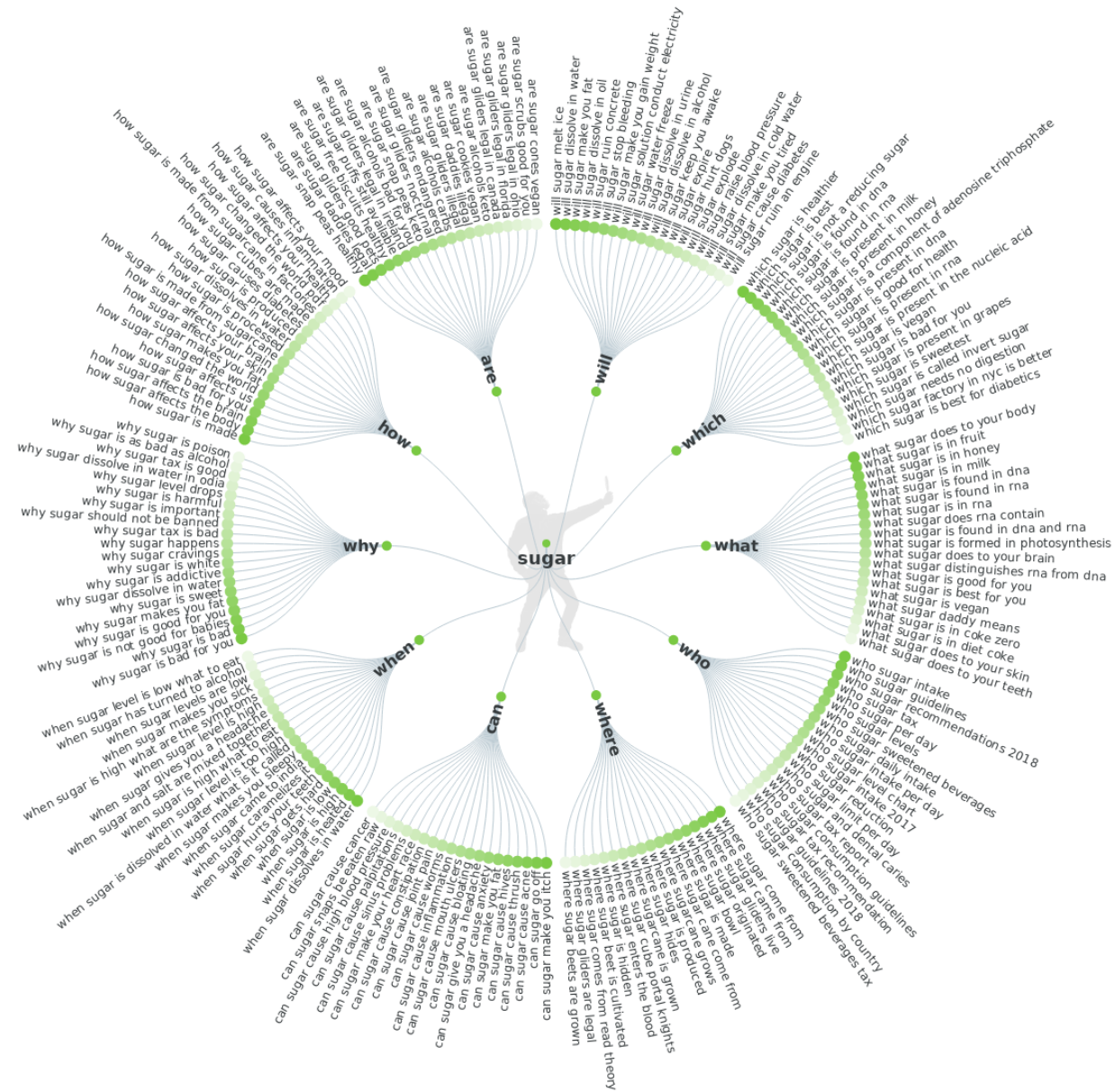
Past 15 years



Past 5 years

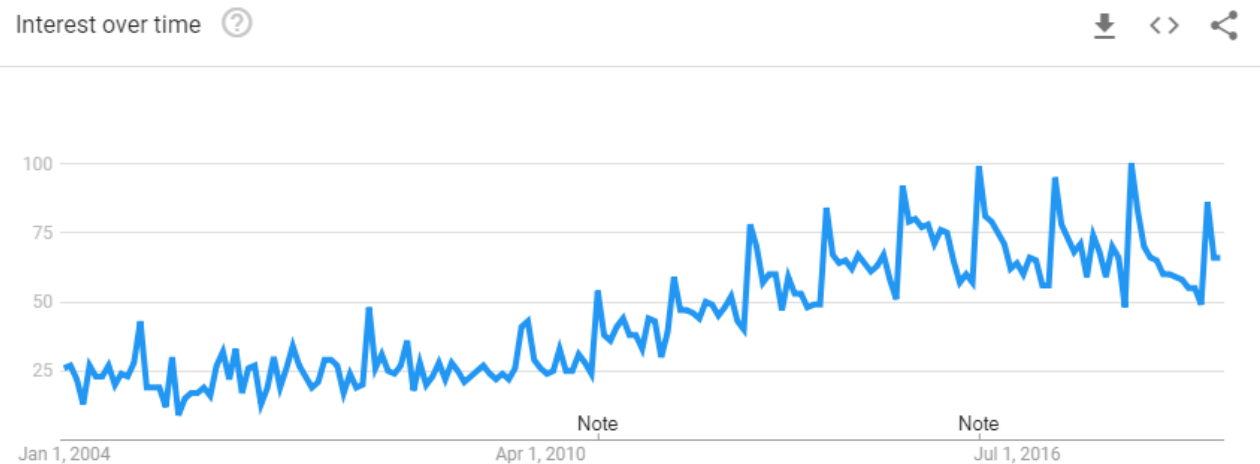
TOP RELATED QUERIES	RIISING RELATED QUERIES
sugar free	caster sugar
icing sugar	tesco sugar
icing	sugar free cake
brown sugar	icing recipe
caster sugar	sugar free recipes
sugar syrup	coconut sugar
sugar cookies	icing sugar recipe
sugar paste	muscovado sugar
tesco sugar	sugar snap
white sugar	how to make icing sugar
sugar cookie	demerara sugar
fruit sugar	how to make icing
sugar free cake	jam sugar
icing recipe	sugar snap peas
sugar free recipes	granulated sugar
coconut sugar	sugar free chocolate
icing sugar recipe	vanilla sugar
muscovado sugar	sugar cane
sugar snap	palm sugar
how to make icing sugar	lord sugar
demerara sugar	icing without icing sugar
how to make icing	powdered sugar
jam sugar	sugar syrup recipe
sugar water	how to make sugar paste
sugar snap peas	cinnamon sugar

# Sugar

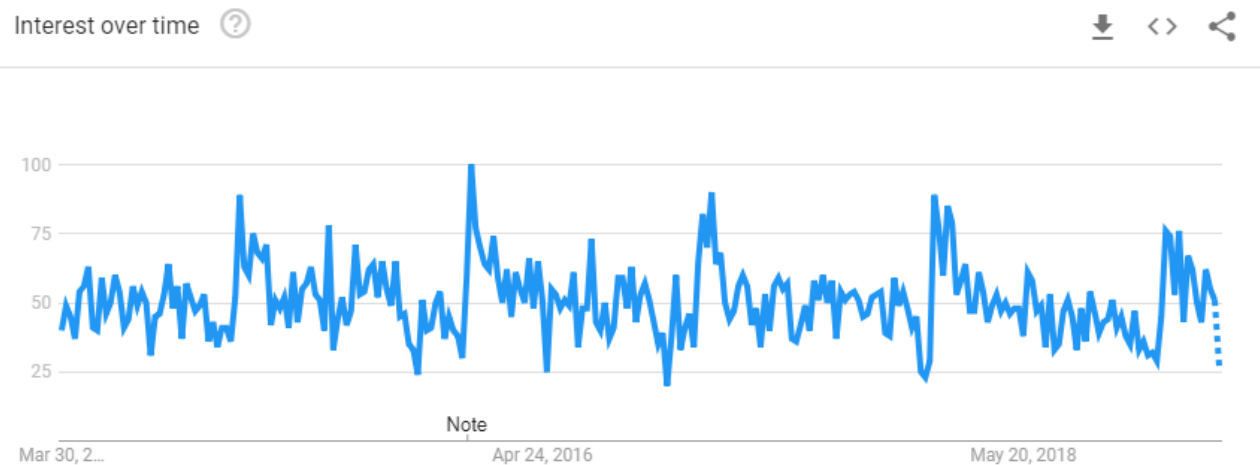




# Fitness



Past 15 years



Past 5 years

## TOP RELATED QUERIES

fitness pal  
my fitness  
my fitness pal  
fitness recipes  
fitness food  
fitness fondue  
fitness first  
dolphin fitness  
vegan fitness  
grilla fitness  
asda fitness  
dw fitness  
fitness tracker  
la fitness  
total fitness  
anytime fitness  
sole fitness  
ice cream fitness  
fitness food delivery  
my fitness pal recipes  
food for fitness  
fitbit  
burn bullets  
snap fitness  
dolphin fitness discount code

## RISING RELATED QUERIES

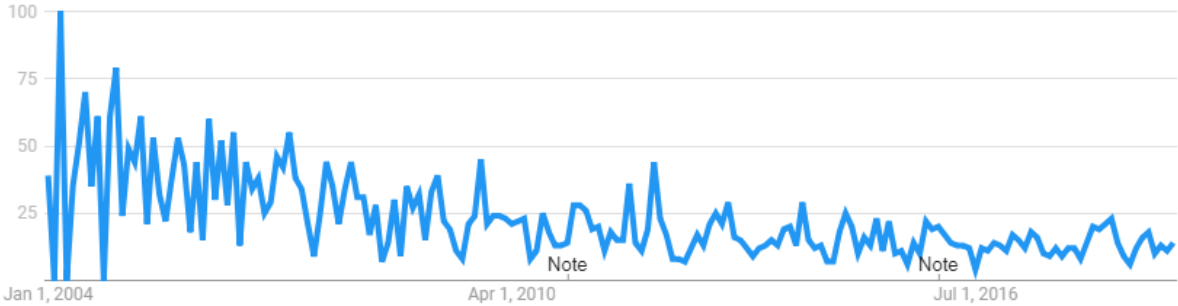
snap fitness  
dolphin fitness discount code  
best fitness apps  
pursue fitness  
grilla fitness discount code  
aldi fitness tracker  
james haskell cooking for fitness  
fitness first carnaby street  
fitness food company  
grilla fitness burn bullets reviews  
fitness fondue 12 week plan  
fitness whole pizza in my mouth  
fitness fondue diet  
digne fitness blackfriars  
vegan fitness tv  
fitness tracker  
fitbit  
grilla fitness  
burn bullets  
fitness fondue  
anytime fitness  
fitness food delivery  
vegan fitness  
dolphin fitness  
ice cream fitness

# Fitness

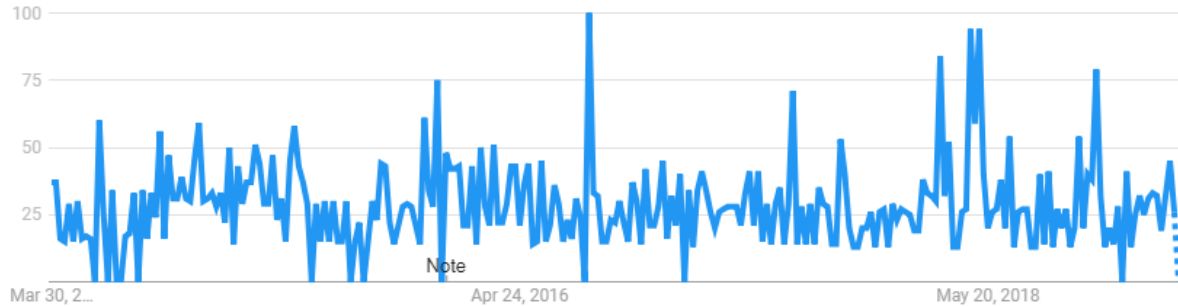


# Obesity

Interest over time    



Past 15 years



Past 5 years

# Obesity



# Gluten free

Interest over time 



Past 15 years

Interest over time 



Past 5 years

TOP RELATED QUERIES	RISING RELATED QUERIES
gluten free recipe	gluten free peroni
gluten free cake	gluten free near me
gluten free bread	gluten free pizza near me
gluten free recipes	promise gluten free
gluten free flour	greggs gluten free
gluten free chocolate	gluten free restaurants near me
gluten free pizza	is sourdough gluten free
gluten free food	aldi gluten free
tesco gluten free	frankie and bennys gluten free
gluten free rice	is mustard gluten free
gluten free cake recipe	is sourdough bread gluten free
gluten free restaurants	gluten free croissant
gluten free london	is gin gluten free
gluten free pastry	gluten free crepes
gluten free pasta	is bulgur wheat gluten free
gluten free cakes	gluten free mcdonalds
gluten free bread recipe	gluten free hot cross buns
what is gluten free	are oats gluten free
asda gluten free	is maize gluten free
gluten free chocolate cake	gluten free granola
gluten free oats	subway gluten free
gluten free pancakes	are corn flakes gluten free
gluten free brownies	gluten free lunch ideas
sainsburys gluten free	are poppadoms gluten free
gluten free breakfast	gluten free mcdonalds uk



# Gluten free




# KETO

Interest over time 



Past 15 years

Interest over time 



Past 5 years

## TOP RELATED QUERIES

- keto recipes
- keto diet
- keto cheese
- keto chicken
- keto chocolate
- keto bread
- keto meals
- keto breakfast
- keto cake
- keto snacks
- keto coffee
- keto vegan
- keto soup
- keto pancakes
- keto curry
- keto pizza
- keto vegetarian
- keto desserts
- keto peanut butter
- keto cookies
- keto cheesecake
- keto lunch
- keto salad
- keto smoothie
- keto chicken recipes

# Health concerns

**KETO**



# 02

# Meat reduction

## Top 5 meat reduction topics

Vegan

Plant-based

Seitan/tofu

Meat free

Flexitarian



● plant-based  
Search term

● Meat-free  
Search term

● flexitarian  
Search term

● seitan  
Search term

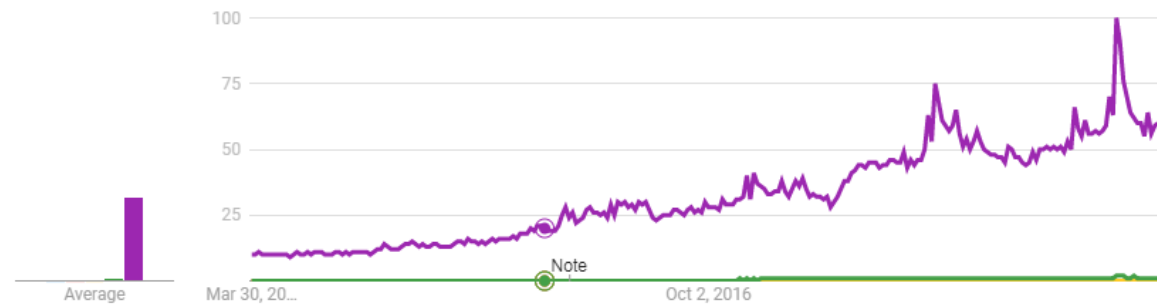
● vegan  
Search term

Interest over time ?



Past 15 years

Interest over time ?



Past 5 years

# Vegan



Past 15 years



Past 5 years

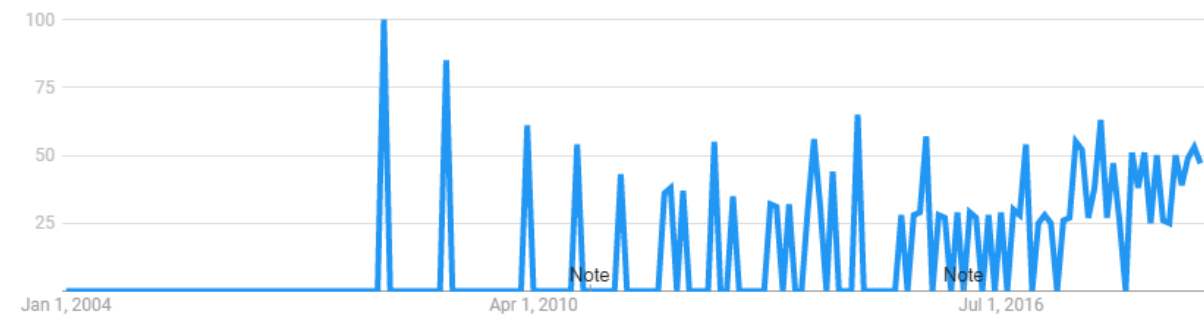
TOP RELATED QUERIES	RISING RELATED QUERIES
vegan recipe	vegan cheese
vegan recipes	vegan pizza
vegan uk	vegan curry
vegan cake	vegan protein
vegan food	what is vegan
vegan chocolate	vegan meals
vegan restaurants	vegan cafe
vegan cheese	vegan pancakes
vegan london	vegan pasta
vegan diet	vegan milk
vegan pizza	vegan near me
vegan bread	vegan breakfast
vegan cream	vegan burger
vegan curry	vegan chocolate cake
vegan protein	vegan pie
vegan soup	vegan christmas
what is vegan	vegan cookies
vegan meals	vegan dinner
vegan cafe	vegan brownies
vegan pancakes	vegan egg
vegan pasta	vegan roast
vegan cake recipe	vegan salad
vegan milk	quorn vegan
vegan near me	vegan meal
vegan breakfast	vegan chicken

# Understanding veganism



# Plant-based

Interest over time    



Past 15 years

Interest over time    



Past 5 years

- TOP RELATED TOPICS
- Veganism
  - Plant-based diet
  - Meat
  - Protein
  - Diet

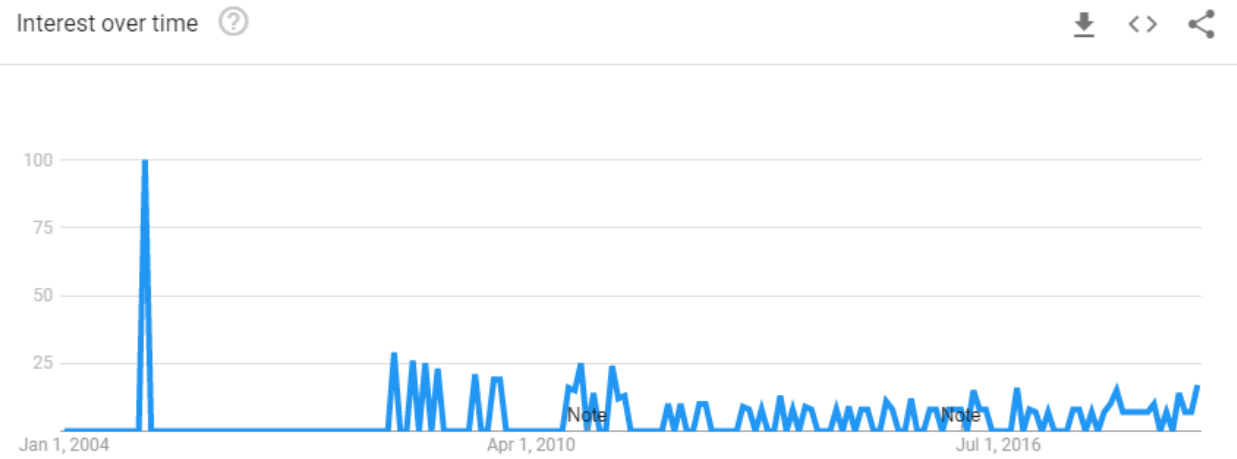
## Health / good for you



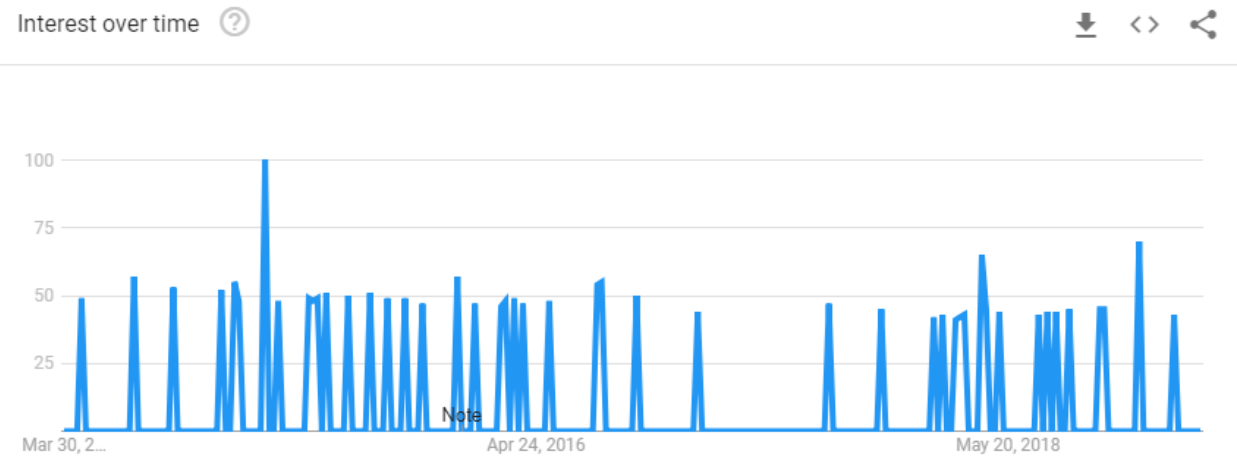
## Milk substitutes



# Meat-free



Past 15 years



Past 5 years

# Meat-free

Meat free from other things, e.g. gluten free, cruelty free

Reasons why



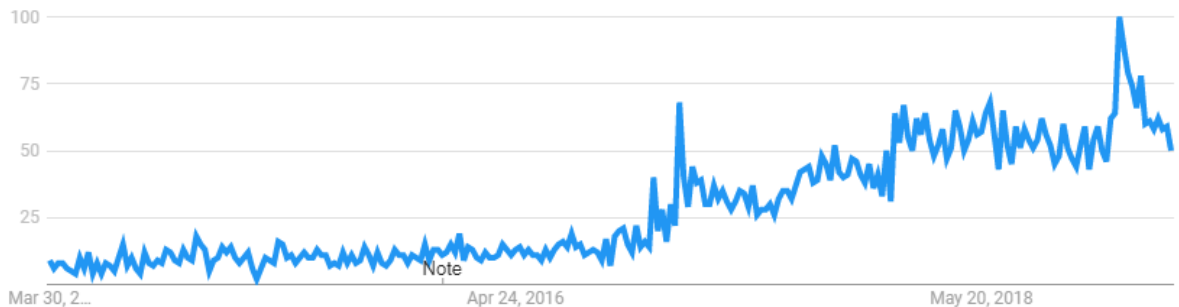
# Seitan

Interest over time 



Past 15 years

Interest over time 



Past 5 years


## TOP RELATED QUERIES

- temple of seitan
- vegan seitan
- seitan recipe
- seitan recipes
- seitan uk
- seitan protein
- tempeh
- what is seitan
- wheat gluten
- buy seitan
- tofu
- seitan food
- seitan tesco
- seitan meat
- seitan burger
- temple of seitan camden
- seitan steak
- vital wheat gluten
- vegan chicken
- vegan recipes
- buy seitan uk
- vegan protein
- wagamama
- seitan fried chicken
- how to make seitan

# Seitan



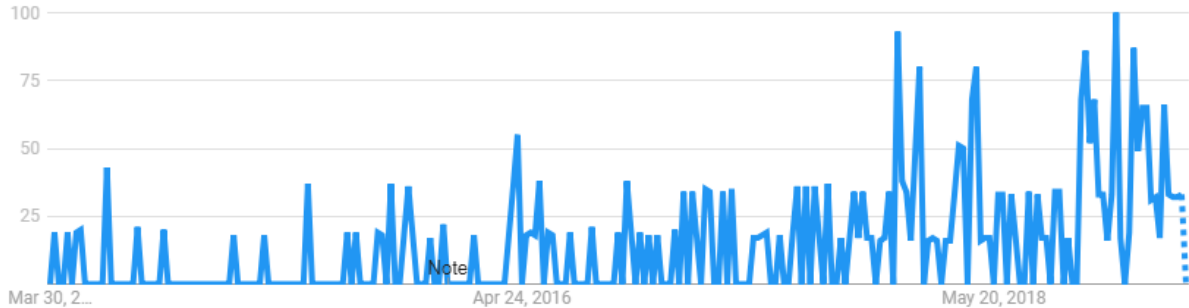
# Flexitarian

Interest over time 



Past 15 years

Interest over time 



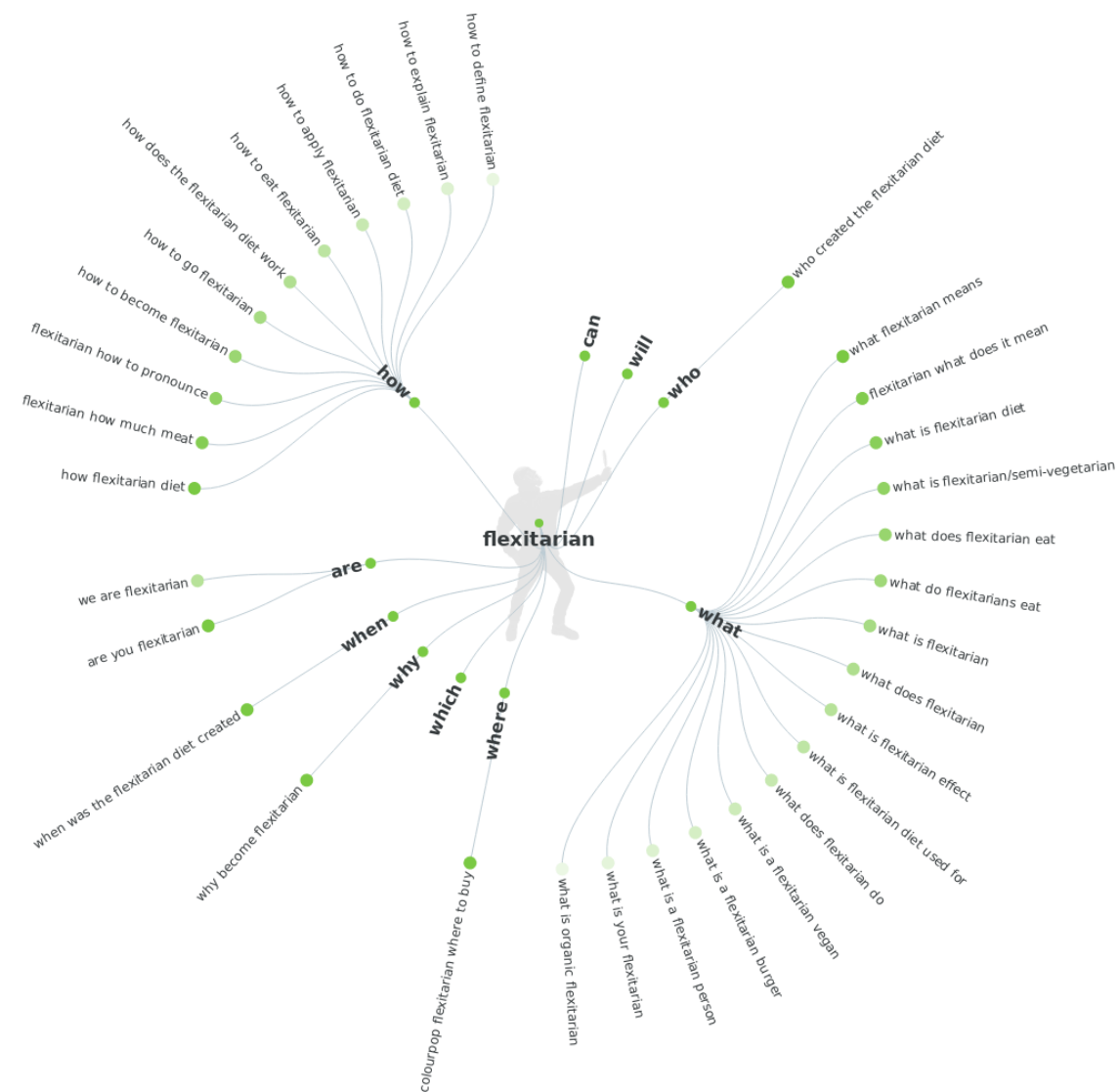
Past 5 years

TOP RELATED QUERIES

- flexitarian diet
- pescatarian
- flexitarian recipes



# Flexitarian



# 03 Sustainability

# Top 5 Sustainability topics

Environment


~~Palm oil~~


Single use plastic


Sustainability


Organic


Local

 environment  
Search term

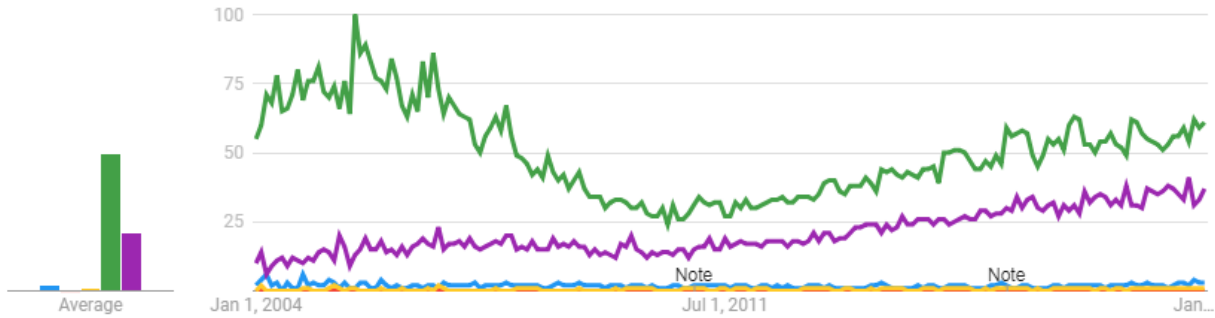
 single-use ...  
Search term

 sustainabil...  
Search term

 organic  
Search term

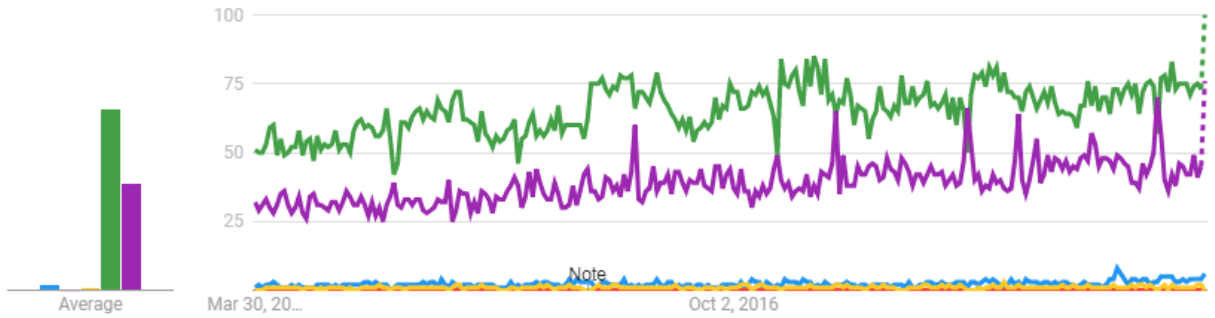
 local  
Search term

Interest over time 



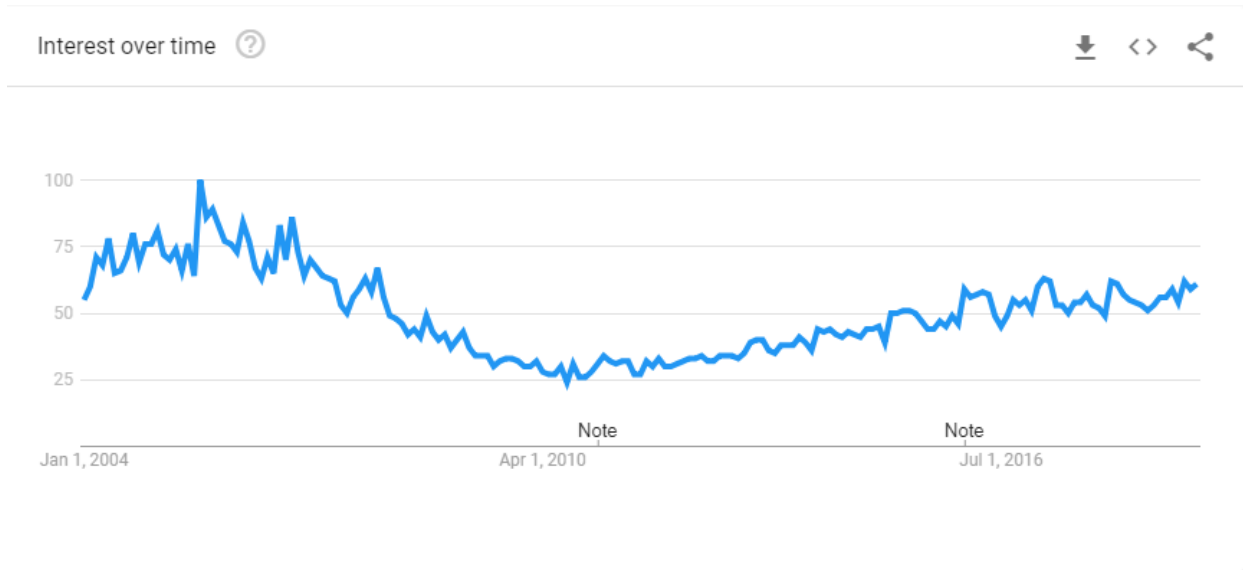
Past 15 years

Interest over time 

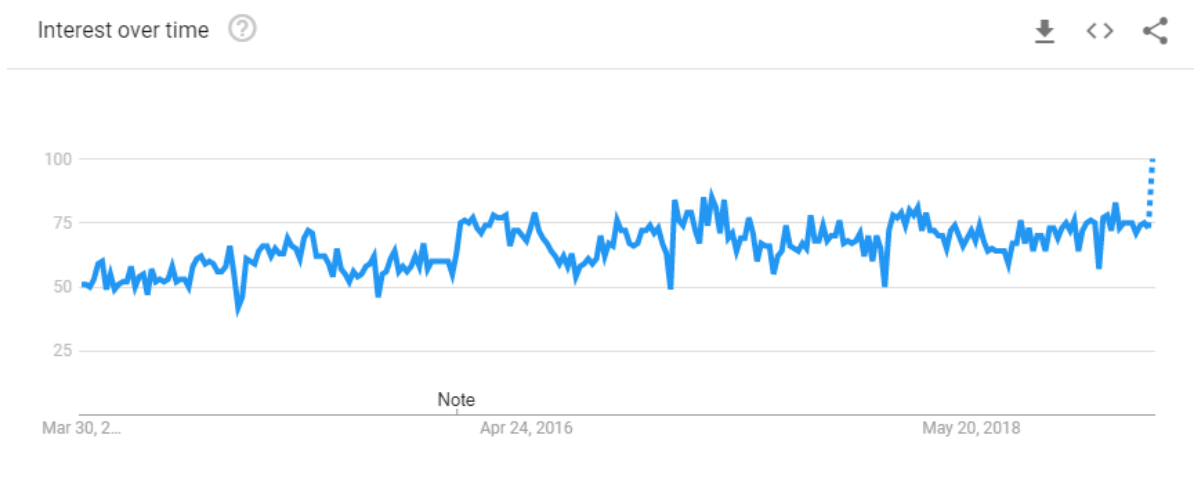


Past 5 years

# Organic



Past 15 years



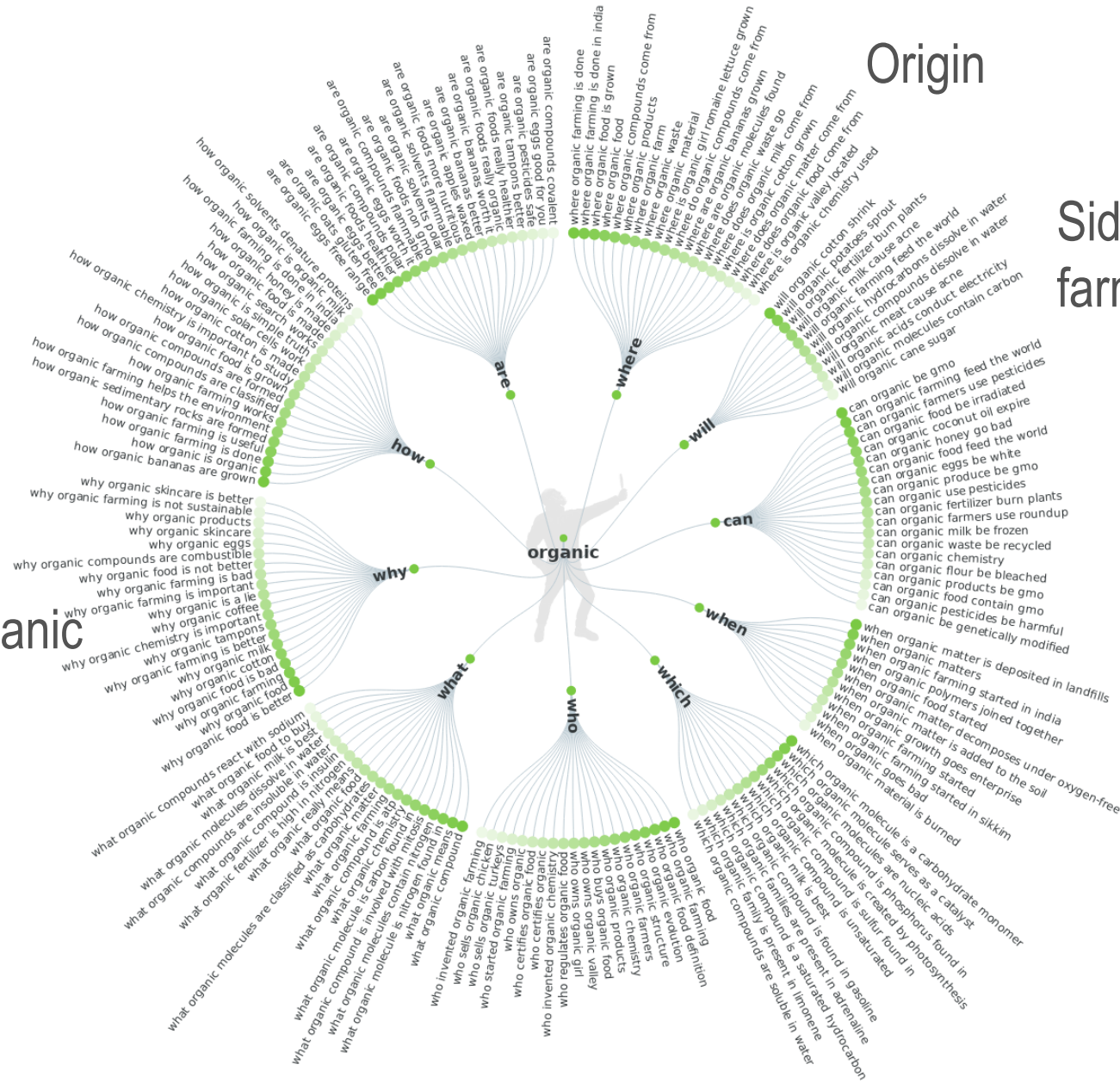
Past 5 years

TOP RELATED QUERIES	RIISING RELATED QUERIES
organic food	organic milk
planet organic	organic chicken
organic milk	asda organic
riverford organic	organic oats
organic foods	organic green tea
tesco organic	biona organic
organic tea	biona
organic delivery	organic honey
organic meat	holland and barrett
waitrose organic	organic peanut butter
organic chocolate	aldi organic
daylesford	is organic better
daylesford organic	wholefoods
organic fruit	organic nuts
organic vegetables	organic fruit and veg
organic shop	organic milk uk
organic bread	dr organic
organic flour	organic dark chocolate
organic wine	planet organic uk
organic food uk	organic turmeric
organic butter	abel and cole
organic chicken	tesco organic
organic coffee	daylesford
organic rice	daylesford organic
asda organic	organic butter

# Organic

# Origin

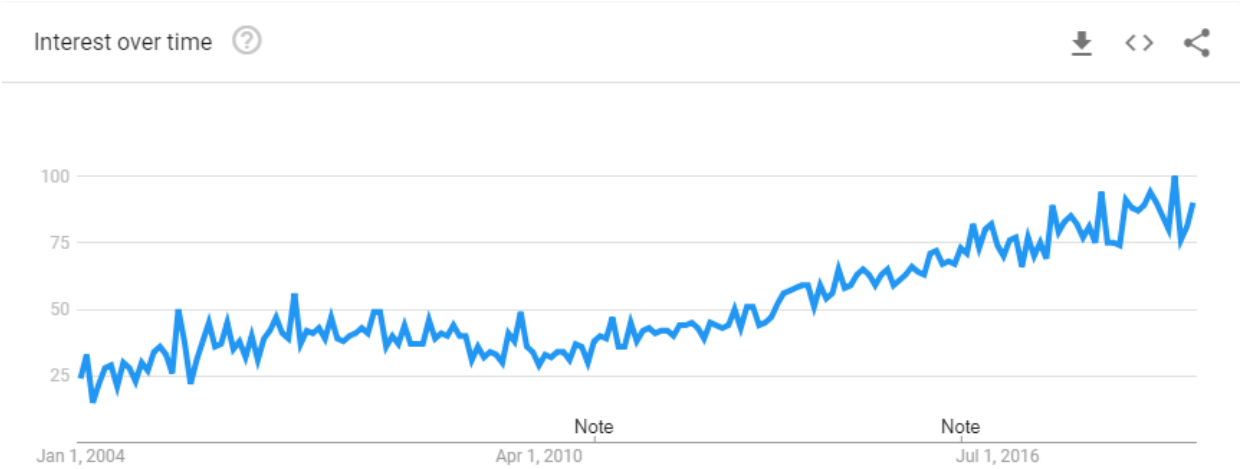
## Side-effects of organic farming



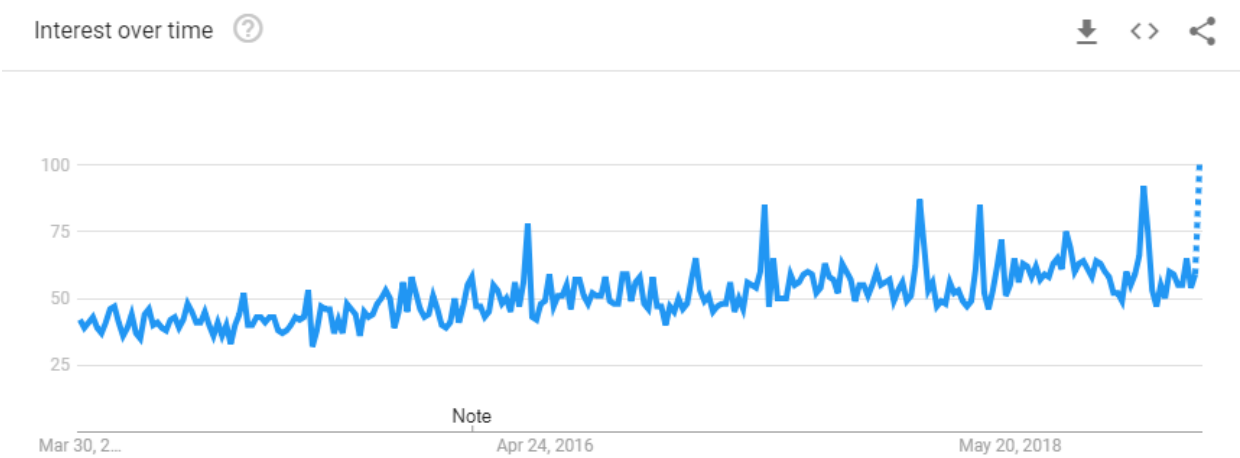
# Controversies of organic produce



# Local



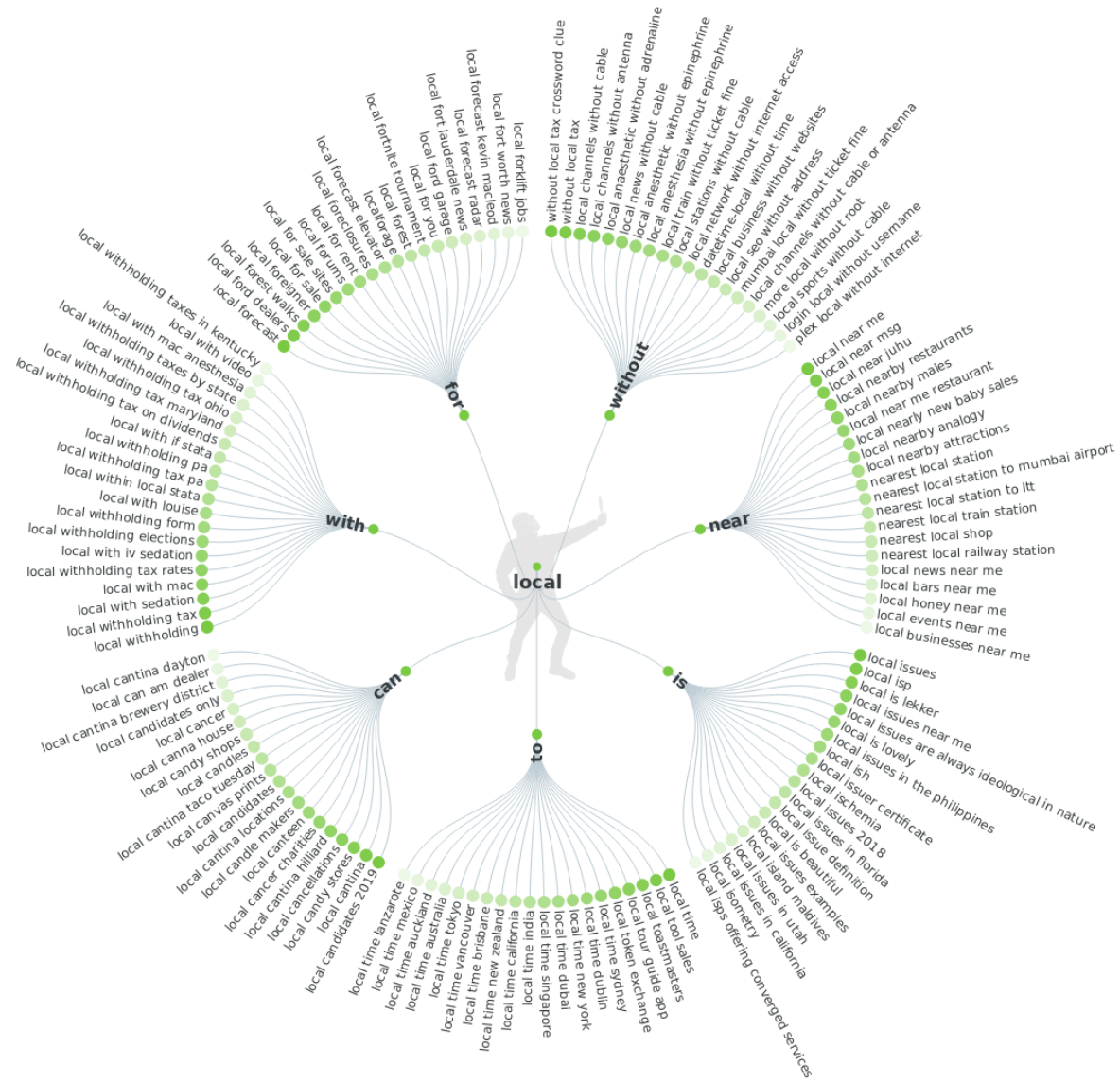
Past 15 years




Past 5 years

TOP RELATED QUERIES	RISING RELATED QUERIES
sainsburys local	sainsburys local near me
local tesco	local shop near me
local restaurants	local cafe near me
local food	local indian restaurants near me
morrisons local	duck and waffle local
local takeaway	local supermarkets near me
sainsbury local	local cake makers near me
local delivery	local takeaways open
local chinese	local hero lyceum
local takeaways	dpd local
amazon local	sainsburys local tonbridge
local jobs	local cafes near me
local indian	local strawberry picking
local news	local takeaways open now
local shops	local chip shop near me
asda local	sainsburys local closing time
local time	local fishmongers near me
my local	sainsburys local sevenoaks
local restaurants near me	sainsburys local canterbury
local chinese takeaway	local takeaways to my location
local supermarkets	local restaurants near me
eat local	local supermarkets
sainsburys local near me	local shops
local shop near me	
local cafe near me	

# Local




# Environment

Interest over time 



Past 15 years

Interest over time 



Past 5 years

TOP RELATED QUERIES	RISING RELATED QUERIES
environment agency	environment jobs
environment jobs	environment agency jobs
environment agency jobs	environment job
environment job	almond milk environment
almond milk environment	why is meat bad for the environment
why is meat bad for the environment	why is eating meat bad for the environment
why is eating meat bad for the environment	

# Environment



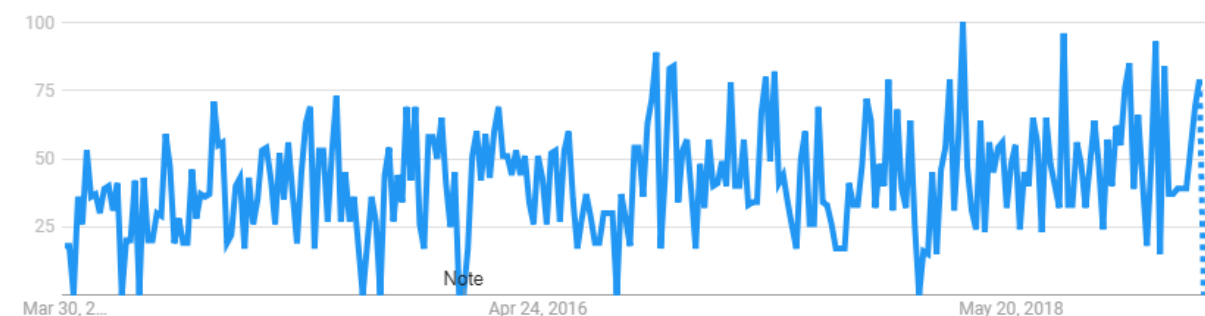
# Sustainability

Interest over time    



Past 15 years

Interest over time    



Past 5 years

TOP RELATED QUERIES  
sustainability definition



# Sustainability

## Realistic / achievable?




# Applications

objectives/ rules

## Origins



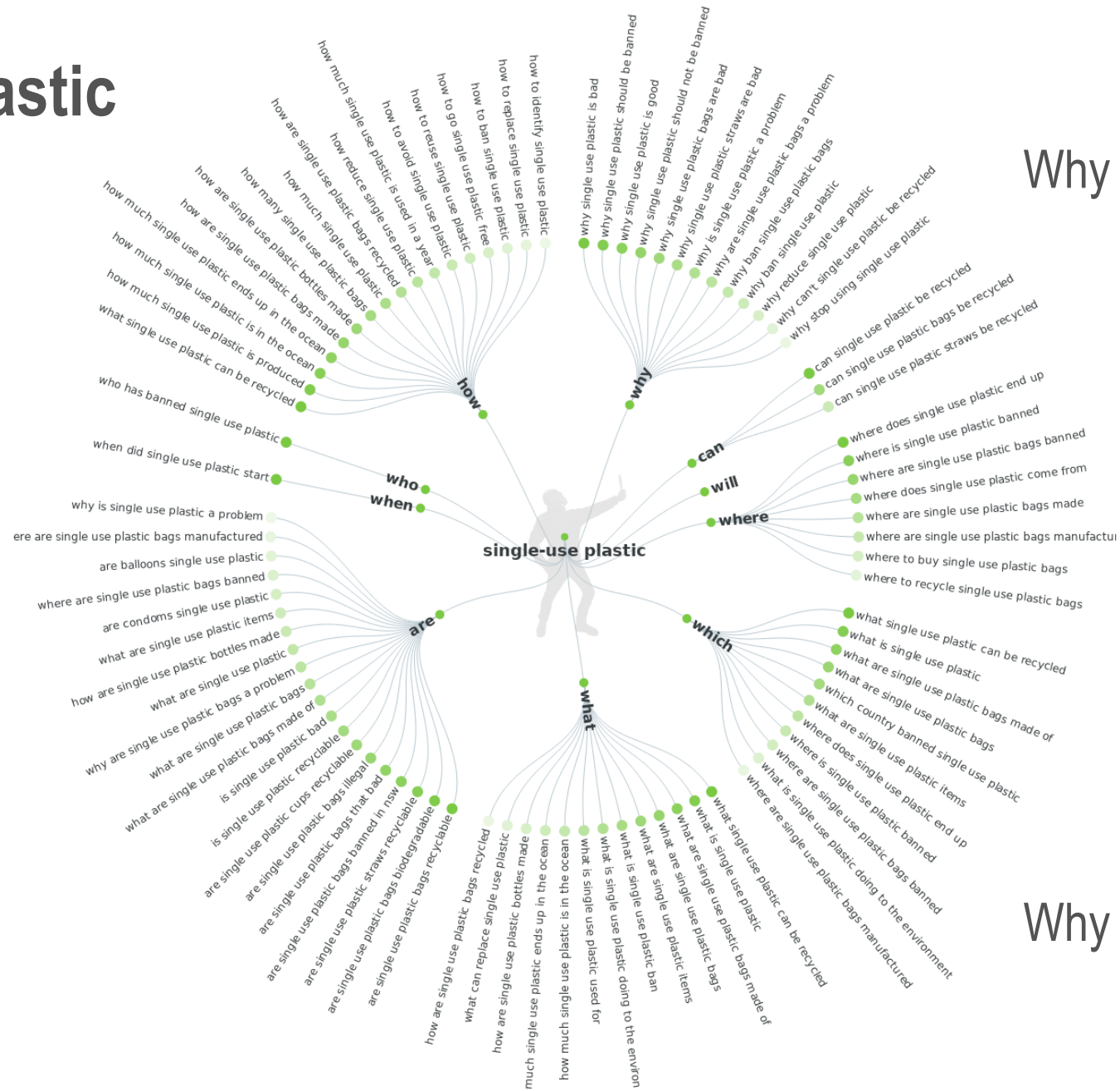
# Single-use plastic

Interest over time 



Past 5 years

# Single-use plastic



Why is it bad?

Why can't be recycled?

04

# Food system

## Top 5 Food system topics


Food bank


Food waste


Fast food


Meat / Dairy farming


Food education


 food bank  
Search term

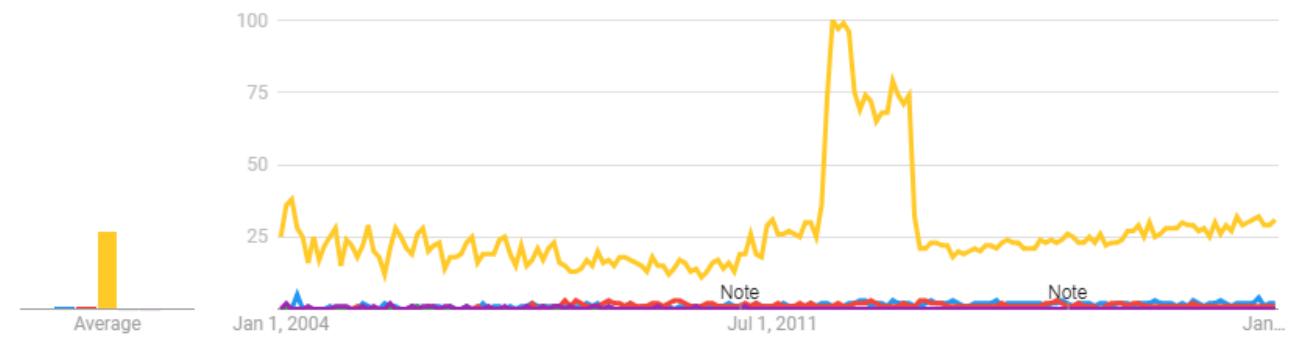
 food waste  
Search term

 fast food  
Search term

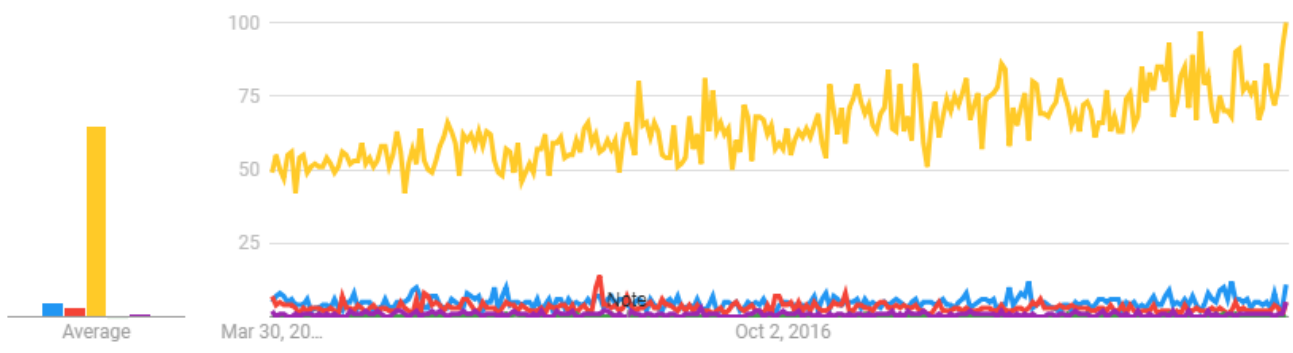
 animal far...  
Search term

 food educ...  
Search term

Interest over time 




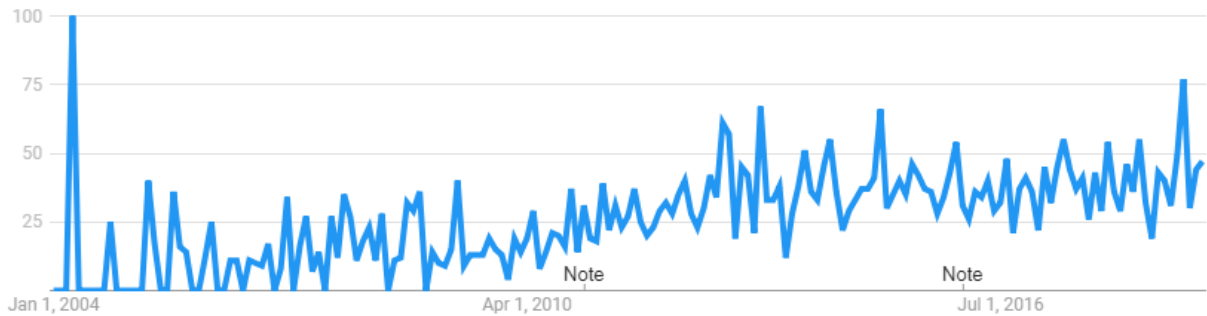
Past 15 years



Past 5 years

# Food bank

Interest over time 



Past 15 years

Interest over time 



Past 5 years

## TOP RELATED QUERIES

south bank food  
bank holiday  
marks and spencer bank  
marks and spencer food  
tesco bank  
food bank near me  
bbc food  
bank of scotland  
lloyds bank  
sainsburys bank  
chinese food  
co op bank  
m&s food  
m&s bank  
south bank food market  
co op food  
bbc good food  
cooperative bank  
coop bank  
m and s bank  
m and s food  
cambridge food bank  
yorkshire bank  
metro bank  
co-op bank

## RISING RELATED QUERIES


food bank near me  
m and s bank  
m and s food  
chinese food  
marks and spencer bank  
m&s food  
marks and spencer food  
cambridge food bank  
lloyds bank  
m&s bank  
metro bank  
bank holiday




# Food bank

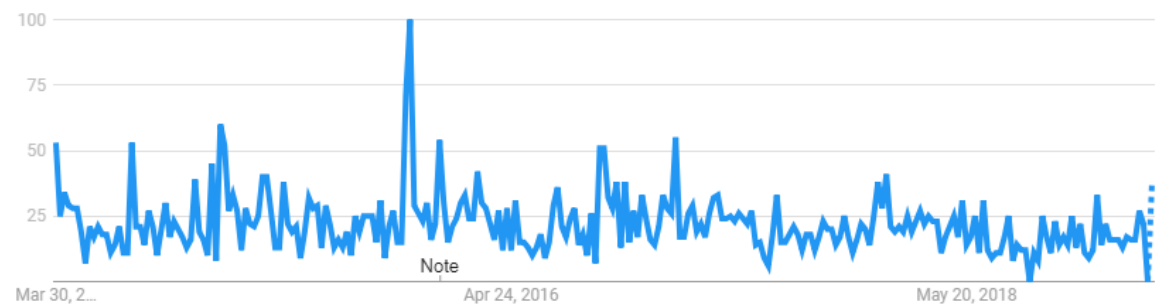


# Food waste

Interest over time 



Interest over time 



Past 15 years

TOP RELATED QUERIES	RISING RELATED QUERIES
love food hate waste	love food hate waste
tesco food waste	tesco food waste
bbc food waste	bbc food waste
supermarket food waste	supermarket food waste
food waste bin	food waste bin
love food not waste	love food not waste
love food hate waste app	love food hate waste app
waste not want not	waste not want not

Past 5 years

# Food waste



# Fast food

Interest over time 



Past 15 years

Interest over time 



Past 5 years

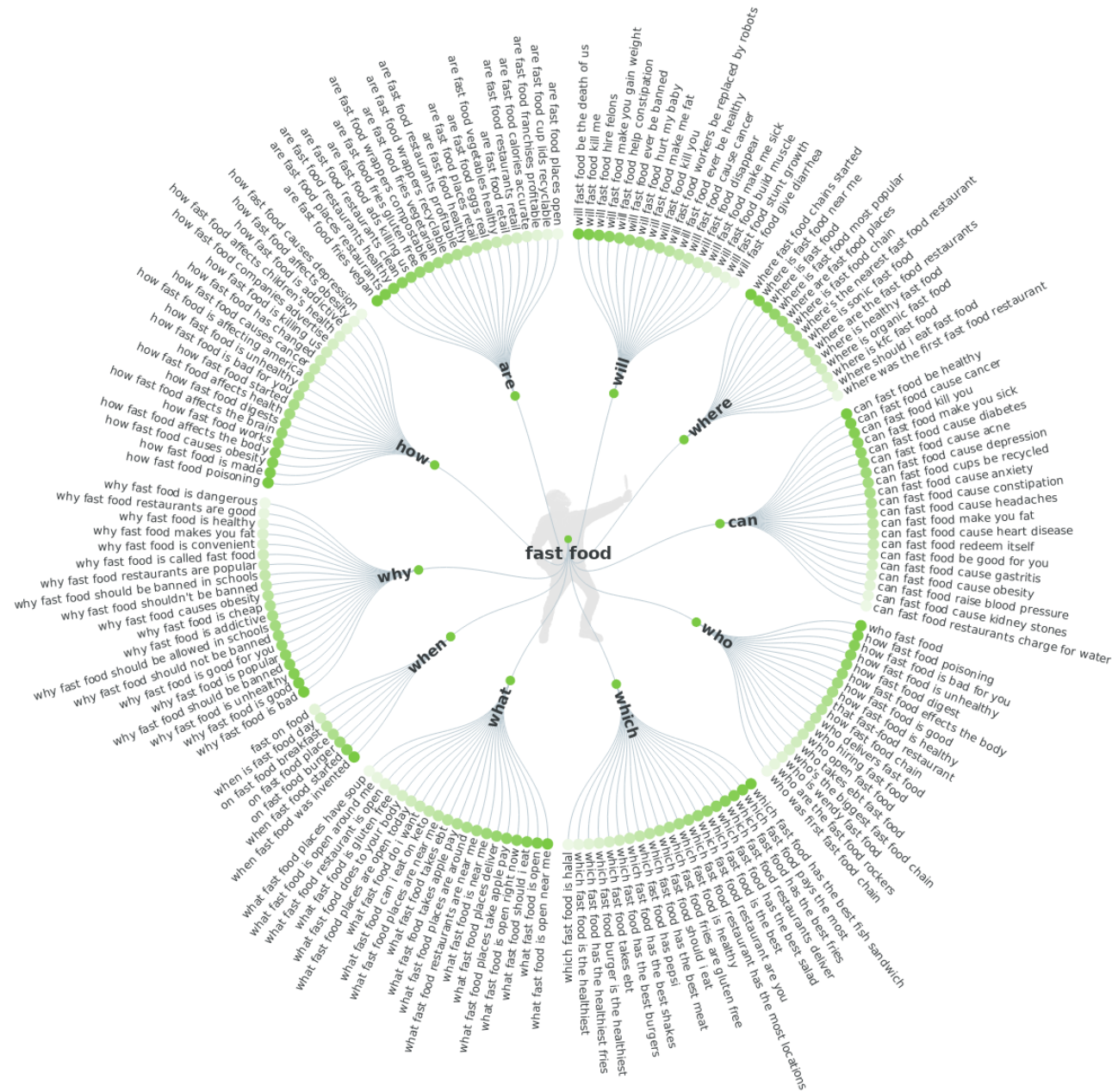
## TOP RELATED QUERIES

food near me  
fast food near me  
fast food delivery  
fast food uk  
fast food restaurants  
fast food menu  
fast food takeaway  
fast food restaurant  
best fast food  
just fast food  
fast food london  
fast food chains  
food places  
fast food places  
fast food delivery near me  
american fast food  
healthy fast food  
vegan fast food  
indian fast food  
burger king near me  
food shops near me  
shops near me  
halal fast food near me  
halal food near me  
byron fast food


## RISING RELATED QUERIES

food near me  
fast food near me  
fast food delivery  
fast food uk  
fast food restaurants  
fast food menu  
fast food takeaway  
fast food restaurant  
best fast food  
just fast food  
fast food london  
fast food chains  
food places  
fast food places  
fast food delivery near me  
american fast food  
healthy fast food  
vegan fast food  
indian fast food  
burger king near me  
food shops near me  
shops near me  
halal fast food near me  
halal food near me  
byron fast food

# Fast food




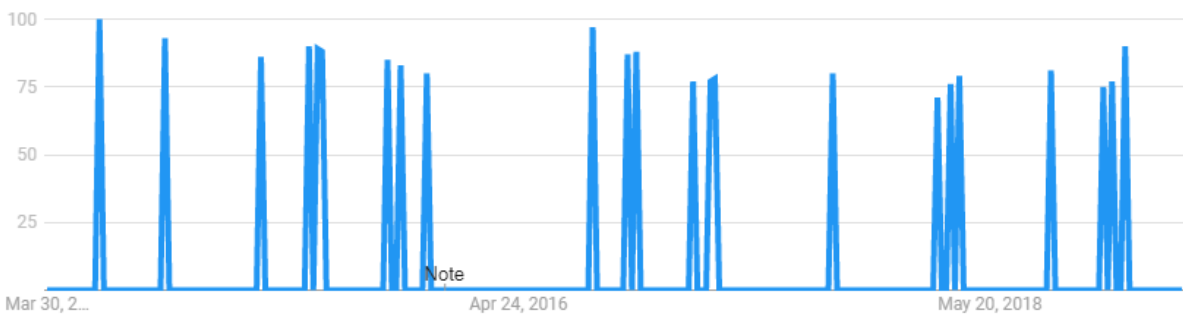
# Animal farming

Interest over time 



Past 15 years

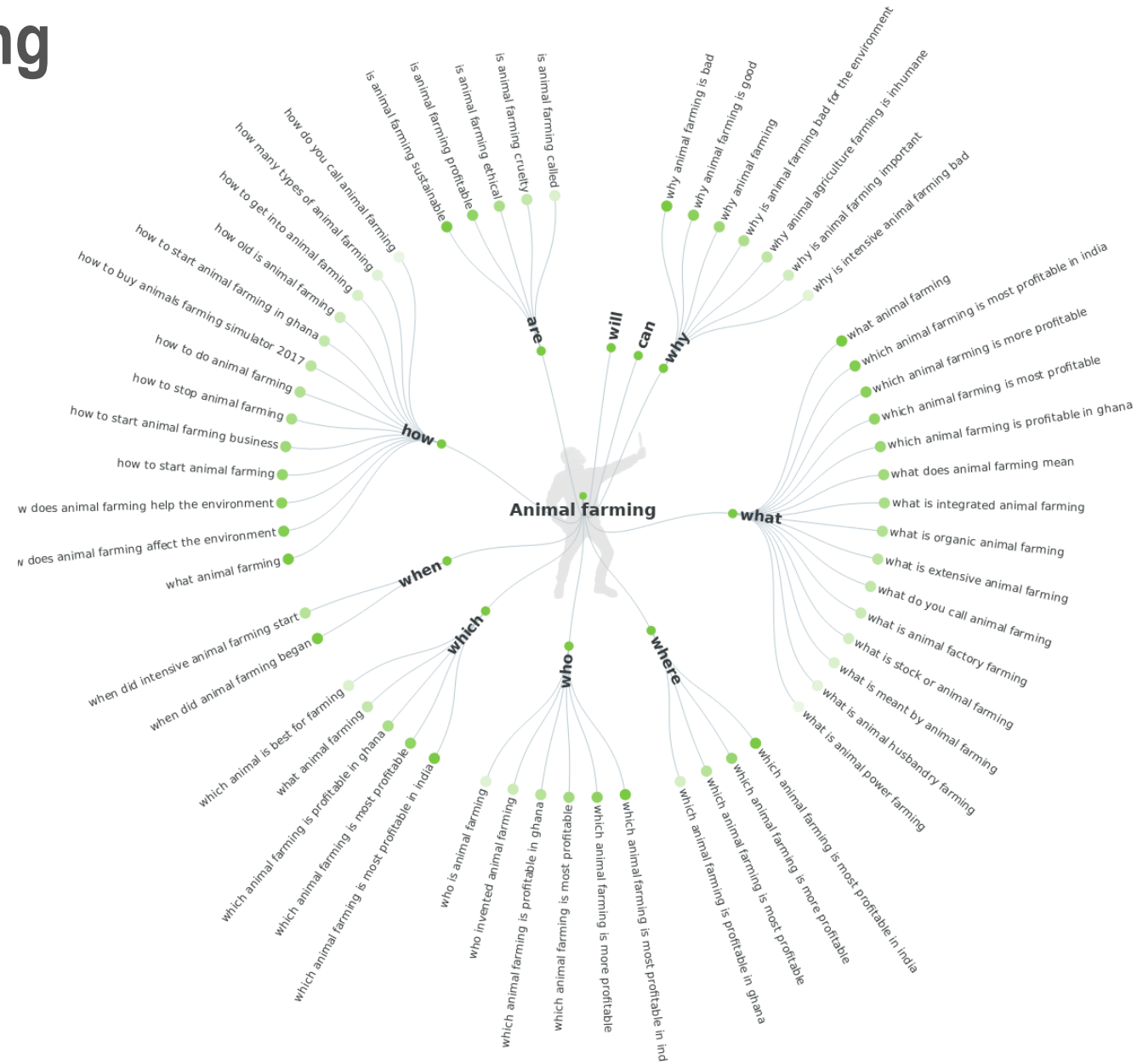
Interest over time 



Past 5 years



# Animal farming



# Food education

Interest over time    



Past 15 years

Interest over time    



Past 5 years

# Food education



# 05

# Foodie

# Foodie topics

Foodie


Foodporn

● foodie

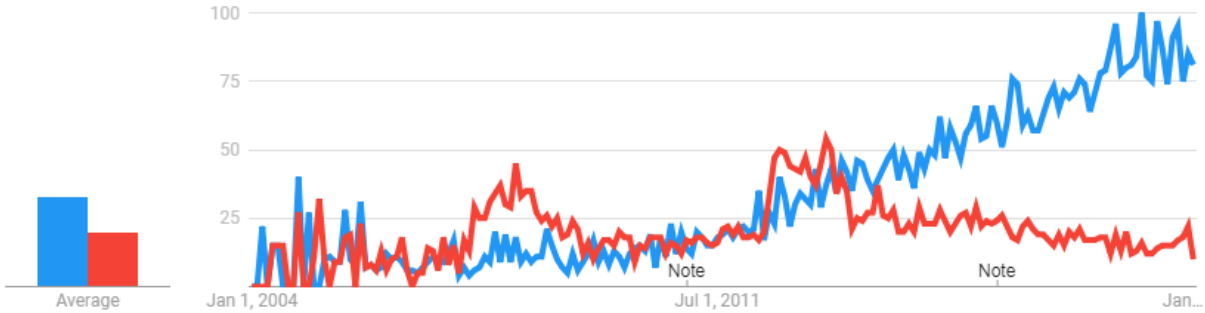
Search term

● food porn

Search term

Interest over time 

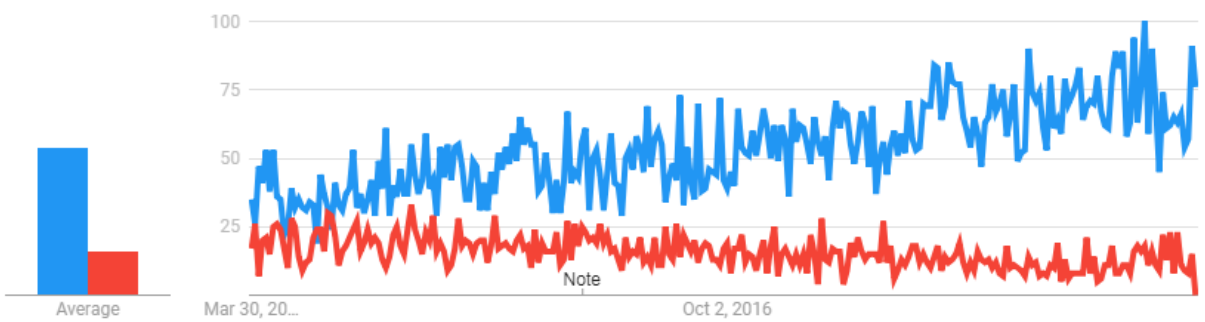
  



Past 15 years

Interest over time 


  

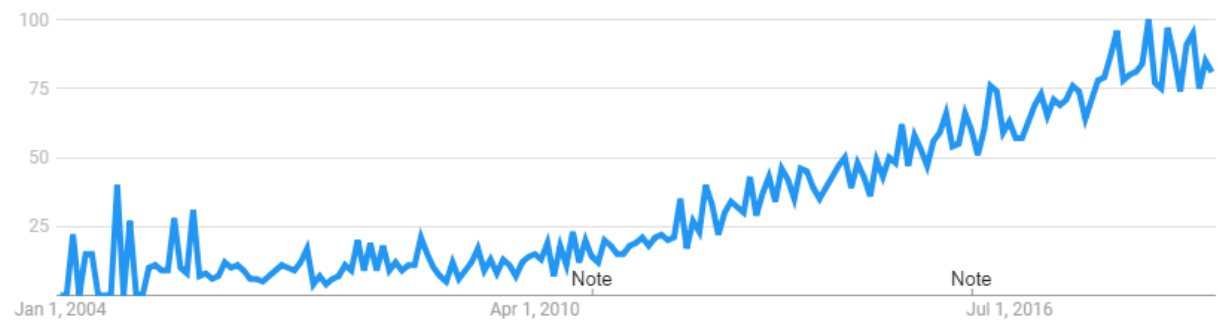


Past 5 years



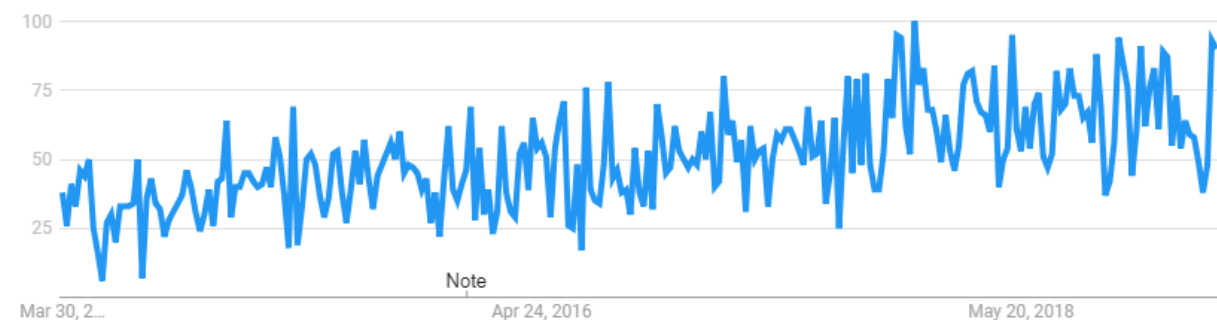
# Foodie

Interest over time 



Past 15 years

Interest over time 



Past 5 years

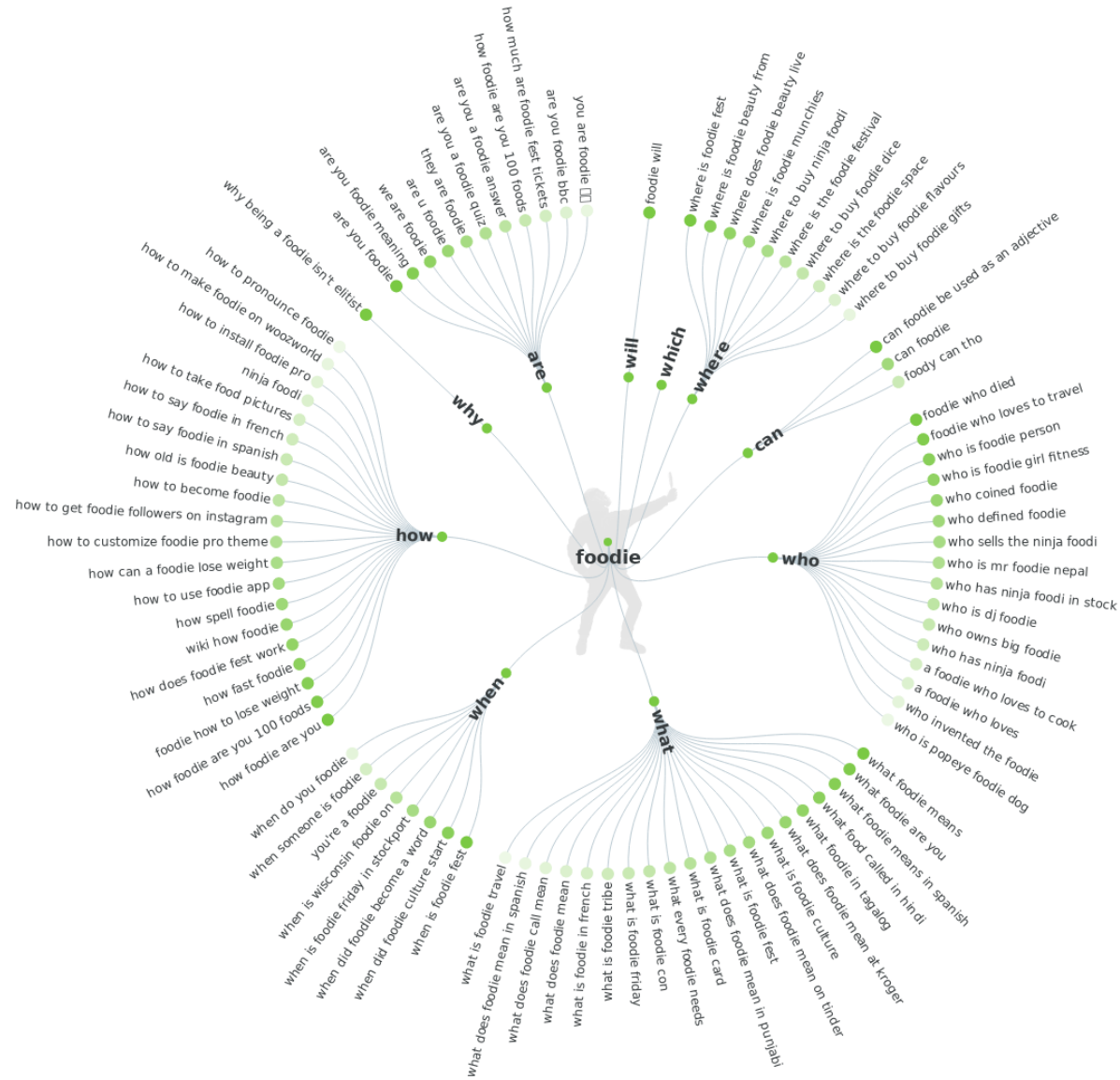
## TOP RELATED QUERIES

- big foodie
- london foodie
- happy foodie
- foodie leeds
- foodie festival
- slimming foodie
- foodie gifts
- skint foodie
- the foodie market
- foodie friday
- foodie flavours
- bristol foodie
- the happy foodie
- foodie meaning
- foodie gifts uk
- the foodie teen
- foodie bugle
- the slimming foodie
- proper foodie
- bigfoodie
- foodie festival birmingham
- big foodie
- london foodie
- happy foodie
- foodie leeds

## RISING RELATED QUERIES

- happy foodie
- slimming foodie
- the happy foodie
- foodie meaning
- foodie gifts uk
- the foodie teen
- the slimming foodie
- proper foodie
- bigfoodie
- foodie festival birmingham
- big foodie
- the foodie market
- foodie friday
- foodie leeds
- foodie flavours
- foodie festival
- foodie gifts

# Foodie



# Food porn

Interest over time 



Past 15 years

Interest over time 



Past 5 years

No data on 'Answer the public'