

# Don't Buy This Sausage

Meat brand encourages customers to eat vegetarian on Mondays

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Canadian butcher **Greenfield Natural Meat Co** is asking its customers to pledge to avoid meat on Mondays.



In its **Meatless Monday** campaign video, and on the accompanying website, Greenfield explains the impact that meat production is having on the environment: 'Our planet can't support our current consumption levels,' it says.



In an effort to make the industry more sustainable, the brand worked with **Havas Canada** to encourage its customers to practise moderation and skip meat on Mondays.

Customers who sign the pledge are given a \$2.00 coupon for their next Greenfield Natural Meat Co purchase.



Greenfield is taking the pledge itself, too. On Mondays all the meat on its website will be hidden.



Meatless Monday participants can spread the message on social media with visuals supplied on the campaign site.



In addition to eating vegetarian once a week, Greenfield also suggest customers reduce the harm their diets cause the environment by picking more sustainable meats (i.e. pork and poultry, not beef) and eating moderate portions without waste.

## INSIGHT /

**Take the lead** / The environmental impact of meat production is a highly publicised issue, and a reason why many consumers are choosing to avoid the meat industry altogether. The number of vegans in the US has increased by 500% since 2014. In the UK, a new group called Reducetarians (those actively reducing the amount of meat they eat) has emerged, and according to a 2017 YouGov survey, 25% of people in Britain belong to the movement.

Average meat consumption is still rising in the US, but a 2017 Nielsen survey found that 39% of Americans and 43% of Canadians are actively trying to incorporate more plant-based foods into their diet. And, in Canada, while chicken consumption has increased, both beef and pork consumption have dropped, by 22% and 28% respectively, since 2000.

The American meat industry isn't in any immediate danger, but Greenfield is

getting ahead of the burgeoning trend with this campaign. Instead of sitting idly by and counting on enough meat lovers sticking around, Greenfield is stepping up and instigating behaviour change.

The campaign follows the brand's announcement that it is committed to reducing its carbon footprint by 50% by 2025, so has actions backing it up. By openly confronting the issue of the meat industry's harm to the environment rather than ignoring it, Greenfield is protecting itself against potential scrutiny in the future.

**Asset boost** / This is a bold move (reminiscent of Patagonia's Don't Buy This Jacket), but Greenfield is also able to flaunt its assets with this campaign. While there is a risk that Meatless Monday participants will discover that vegetables are their favourite food and abandon meat entirely, what Greenfield seems to be banking on is that consumers who only have to budget for six days of meat eating a week will be able to afford a better-quality product.

Greenfield differentiates itself from other producers by its quality (no hormones or antibiotics) and standard of animal care, making it a responsible (and more expensive) meat choice. It also sells mainly pork and some poultry, but makes sure to point out that beef is the biggest polluter, so is protected in that respect, too.