

# Animal foods and climate change: shadowing eating practices

**Authors:** Cole, Matthew<sup>1</sup>; Miele, Mara<sup>1</sup>; Hines, Peter<sup>2</sup>; Zokaei, Keivan<sup>2</sup>; Evans, Barry<sup>2</sup>; Beale, Jo<sup>3</sup>

**Source:** [International Journal of Consumer Studies](#), Volume 33, Number 2, March 2009 , pp. 162-167(6)

## **Abstract:**

Animal farming exceeds all forms of transport in terms of global greenhouse gas (GHG) emissions. Despite the implications of the seriousness of addressing animal farming in relation to mitigating the effects of GHG emissions, to date, the relationship between consumer behaviour and climate change has tended to neglect the role of animal foods. This paper reports on a pilot study in which six UK households were 'shadowed' to facilitate the investigation of the relationship between animal food practices and environmental practices, as they emerge in day-to-day life. Results indicate that most participants make no connection between the two issues at present, in terms of awareness or practice. However, animal foods do have an ambiguous and complex status in most participants' food practices; for instance, being viewed as problematic for reasons of health or animal welfare. This finding suggests that further research is needed into the potential for raising awareness of the link between animal-based foods and climate change. This might have a role to play in shifting food practices towards more plant-based, less GHG intensive, foods.

**Keywords:** [Animal foods](#); [climate change](#); [consumer behaviour](#); [environmental concern](#); [greenhouse gases](#); [shadowing](#)

**Document Type:** Research article

**DOI:** 10.1111/j.1470-6431.2009.00751.x

**Affiliations:** **1:** School of City and Regional Planning, Cardiff University, UK **2:** Lean Enterprise Research Centre, Cardiff University, UK **3:** Edgecombe Consulting Group, Bristol, UK