

# Kohti kasvuloikkaa:

Miten kehittää kasvipohjaisen ruuan alaa – feat. kaura

| ProVege |

Jukka Kajan 13.3.2025

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Tavoitteenamme on lisätä  
kasvipohjaisen ruuan osuutta  
ruokajärjestelmässä ja lautasilla.

Vahvistamme toimijoiden edellytyksiä  
ja alan kasvua.

BABA FOODS

biomush



enifer.



Food &  
Comms

FOODFARM

foo<sup>(d)</sup>  
deli  
doo

FRIIDH



Jalofoods

JUUSTOPORTTI



KOTIPIZZA  
GROUP



linseed



MUU  
SAME SAME BUT PLANT-BASED

Mö



Ruokailo



UNICAFE



YMPAKTI  
VAIKUTTAJILLE

LEIPURIN

Unlimited Foods



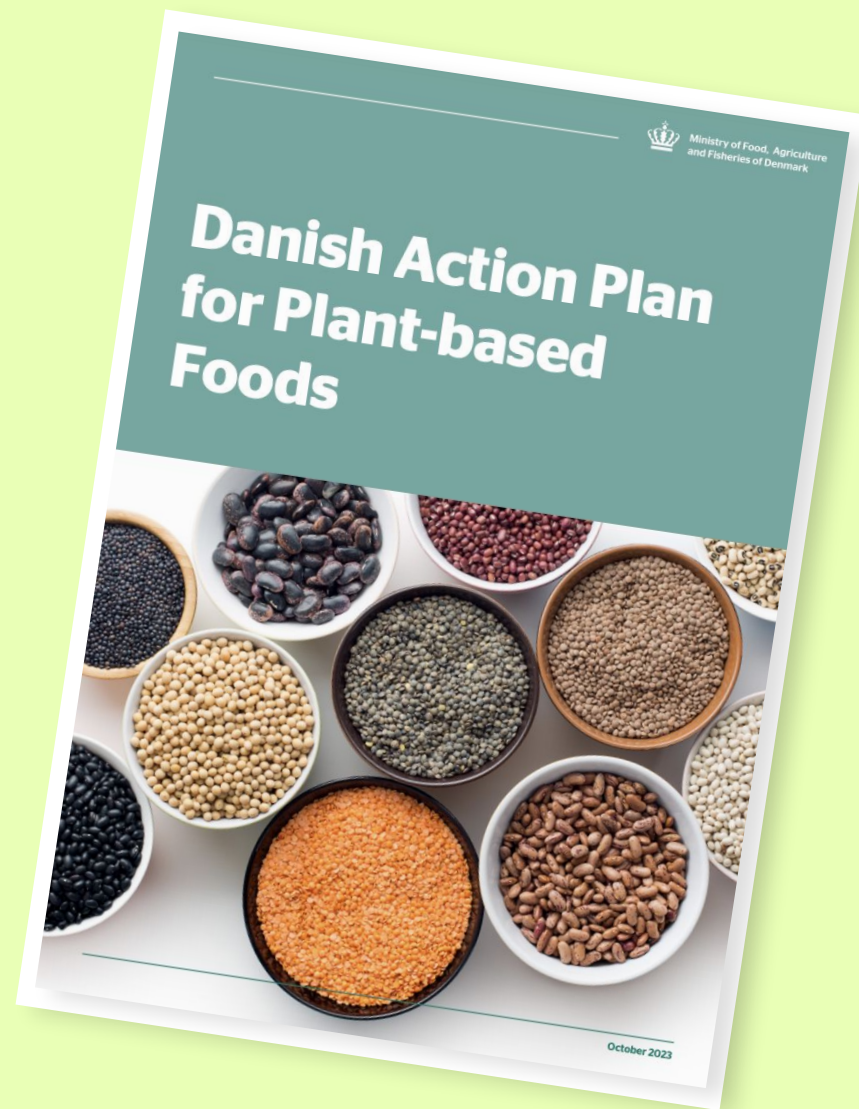


# 0.1 Strategia

Tarvitaan ääneen lausuttu tahto ja yhteinen suunta alan kehittämiseksi.

Missä me haluamme olla maailman parhaita?





# 0.2

## Tieto

Tarvitaan täsmällisempää tilastointia.

Tarvitaan pohjatietoa alan vaikutuksista.



Kasviproteiinien ja solumaatalouden  
potentiaali Saksassa 2045 mennessä:

250 000 työpaikkaa

65 mrd. € vaikutus kansantalouteen

Tuotantolaitteiden viennin arvo 45 mrd. €

# 1. Alkutuotanto

## **Alkutuotannon monipuolistaminen:**

Tiedonvaihto teollisuuden ja alkutuotannon välillä – parempi tilastointi auttaisi.

## **Jalostusasteiden lisääminen ja vahvistaminen:**

Raaka-aineiden kysyntään vastaaminen.

Enemmän euroja ja töitä arvoketjuun.



# 2.

# Kasvun mahdollistaminen

## **TKI-panostukset:**

Ruokainnovaatioiden, valmistusmenetelmien ja osaamisen kehittäminen sekä niiden kaupallistamisen kiihdyttäminen.

## **Rahoitusratkaisut skaalausvaiheeseen:**

Etenkin ns. 1st of a kind -rahoitukset tarvitsevat riskin kantajaa katalysaattoriksi.

# 3. Osaaminen

Elintarviketeknologian osaamistarve.

Ammatillisen osaamisen vahvistaminen.

# 4. Kulttuuri. Normit. Tavat. Tottumukset.

**Kuluttajakäyttäytymisen ymmärtäminen:**

Kulutuksen esteet – riittääkö hinnan, maun ja rakenteen saaminen kohdilleen?

**Ruokaympäristöjen kehittäminen:**

Valintatilanteiden muuttaminen tasavertaisiksi.



Meat alternative consumers still frowned upon in Europe: Analysis of stereotypical, emotional and behavioral responses of observing others

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## ARTICLE INFO

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## ABSTRACT

**ABSTRACT** As a part of the battle against climate change, many plant-based meat alternative products have been launched in recent years—without notable success. One explanation could be that consumers of meat alternatives are seen as socially deviant from the mainstream consuming animal-based protein products. This study adopts the BIAS Map framework, a tool for understanding consumer attitudes toward products, in order to reveal the stereotypical beliefs, attitudes, and behaviors that are underlying the negative attitudes toward plant-based meat alternatives. An online experiment is conducted, where participants ( $N = 3600$ ) from four European countries evaluate food alternatives. The results show that consumers have a conflicting picture of those who adhere to high protein alternatives, and are worthy of respect. Consumers using these products are seen as health-conscious people who believe in a better environment and are environmentally friendly, health-conscious people who adhere to high protein alternatives, and are worthy of respect. Consumers using these products are seen as health-conscious people who believe in a better environment and are environmentally friendly, health-conscious people who adhere to high protein alternatives, and are worthy of respect. Consumers using these products are seen as health-conscious people who believe in a better environment and are environmentally friendly, health-conscious people who adhere to high protein alternatives, and are worthy of respect.

## 1. Introduction

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As a society, we are in a hurry to decelerate climate warming and biodiversity loss (Intergovernmental Panel on Climate Change, 2023; World Wide Fund for Nature, 2020). The livestock sector significantly contributes to these problems (Springmann et al., 2016; Springmann et al., 2018) by producing around 14.5 % of global greenhouse gas emissions (Gerber et al., 2013). Further, in industrialized countries, the emissions of feed and processed meat (Cancer Research Fund International, 2018) and the associated environmental impact (Springmann et al., 2018) are high. The meat consumption should be reduced (Bonnet et al., 2020). Meat consumption is not only harmful to human health (World Health Organization, 2015), but also to the environment (Springmann et al., 2018). The environmental impact of meat production is high (Springmann et al., 2018). The environmental impact of meat production is high (Springmann et al., 2018). The environmental impact of meat production is high (Springmann et al., 2018).

low (Aschemann-Witzel & Janssen, 2022), accounting for only 0.7 % of the total EU meat market (Snoeck & Van Rompaey, 2022).

Consumers' perceptions of meat alternatives and reasons for low (Achenbach, 2011) EU meat market (Snoek & Verbeke, 2013). Consumers' perceptions of most alternatives and reasons for low acceptance have been studied from different viewpoints. For example, unaccepting sensory qualities (unfamiliarity, and inconvenience to use) are commonly associated with meat alternatives (Collins et al., 2021; Röös et al., 2022). In addition, many consumers are costy (Cziszewski & Forestell, 2016; Verbeke, 2015). Meat alternatives are costly (Cziszewski, 2019), essential with meat products in protein (Cziszewski & Fox, 2020), essential with meat, and lacking in protein (Cziszewski & Fox, 2020), essential with nutrients, and vitamins (Weinreich, 2018). Consumers (Hartmann & Siegrist, 2017; Verbeke, 2015), and sociodemographic factors (Siegrist & Hartmann, 2017; Verbeke et al., 2012), sociodemographic factors (Siegrist & Hartmann, 2017; Verbeke et al., 2012), sociodemographic factors (Siegrist & Hartmann, 2017; Verbeke et al., 2012), and psychographics (Snoek et al., 2011) can shape views on meat alternatives. The social environment, comprising, for example, other alternatives (Snoek et al., 2011), and psychographics (Snoek et al., 2011), on the

The effect of the social environment, comprising, for example, other people's opinions and normative valuations (Trudel, 2019), on the adoption of alternative proteins has been documented (Onwezen et al.,

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<https://doi.org/10.1016/j.foodqual.2024.105414>

“Kasvisvaihtoehtoja suosivat kuluttajat nähdään sosiaalisesti erilaisina – eikä niin kovin hyvässä mielessä.”

"Ihmiset halusivat toimia jopa aggressiivisesti kasvisruokavaliota noudattavia kohtaan."

## Hyvä paha kasvisruoka 21.2.2025

**Paksuus ja kermaisuus mainitaan  
merkittävimmiksi tekijöiksi  
kasvipohjaisista jogurteista  
pitämiseksi.**

Kuinka paljon tottumukset  
määrittelevät odotuksiamme  
tuoteominaisuuksista?

Onko kermaisuus oikeasti  
välttämätöntä  
aamiaismuroannoksesta pitämiseksi?

0.1. Strategia

0.2. Tieto

1. Alkutuotanto

2. Kasvu

3. Osaaminen

4. Kulttuuri



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