

Eating more vegetarian is well-accepted

A survey by iVOX and EVA vzw confirms the trend that increasingly more Flemish people consume less meat. In addition, consumers have clear expectations of restaurants and producers: 81% of the Flemish expect that every restaurant should have a vegetarian option on the menu and 6 out of 10 say they want a clear vegetarian label on packaging.

1 out of 10 Flemish people claim to not eat meat or fish at least 3 times a week. That is, according to an online survey of 1,000 Flemish people carried out by the research institute iVOX between 9 and 11 February 2016. These findings confirm the trend from 2013 that more and more Flemish people are willing to consume less meat. There is also a decrease (19%) in the number of Flemish people that claim to have a high meat consumption and, whereas the percentage of people that call themselves omnivores (who eat fish or meat almost every day) used to be 90% in 2013, it has now dropped to 84%.

1 out of 2 Flemish people express a willingness to eat less meat and more than half of them are convinced that vegetarianism will grow even more popular in the future. 2 out of 3 Flemish people consider livestock farming to have a negative impact on the climate. Still, the environment comes only in second place (45%) as a reason to eat veggie more often. Most Flemish people (63%) do it mainly for their own health. 39% does it to lose weight and 37% to discover new flavours.

There is also a clear trend that costumers want more transparency from restaurants and producers. **81% of the Flemish feel like every restaurant should have a vegetarian option on the menu.** EVA will make an even bigger effort in the following years to inspire the food service industry to do so, for example by organising vegetarian cooking demonstrations in various cities. In addition, EVA encourages restaurants to put veggie on the menu with the **'Approved by EVA' label**. This label tells customers that 'approved' restaurants offer vegetarian and vegan food that are up to par. You can find out more [about the label](#) here.

The survey also showed that consumers find transparency very important: more than **6 out of 10 Flemish people want a clear vegetarian label on packaging**. EVA is responsible for allocating the V-label in Belgium, which indicates that products are vegetarian or vegan. Alpro, Nikita and Lotus Bakeries, for instance, have already gotten this label. You can find out more about the V-label [here](#).

More information about the survey:

Online survey of 1,000 Flemish people between the ages of 18 and older, carried out by the market research institute iVOX between 9 and 11 February 2016 (error range 3,1%)

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