

Realigning UK Food Production and Trade for Transition to Healthy and Sustainable Diets

WP1 - Changes in dietary consumption patterns for transition to HSD

Asioli¹, Balcombe¹, Fraser², Nocella¹, Law¹, Srinivasan¹, Xhakollari¹

¹School of Agriculture, Policy and Development, University of Reading

²School of Economics, University of Kent

Component 3

Aim: assess the impact of price changes on the healthfulness and environmental sustainability of consumer dietary choices.

How?: Basket Based Choice Experiment (BBCE)



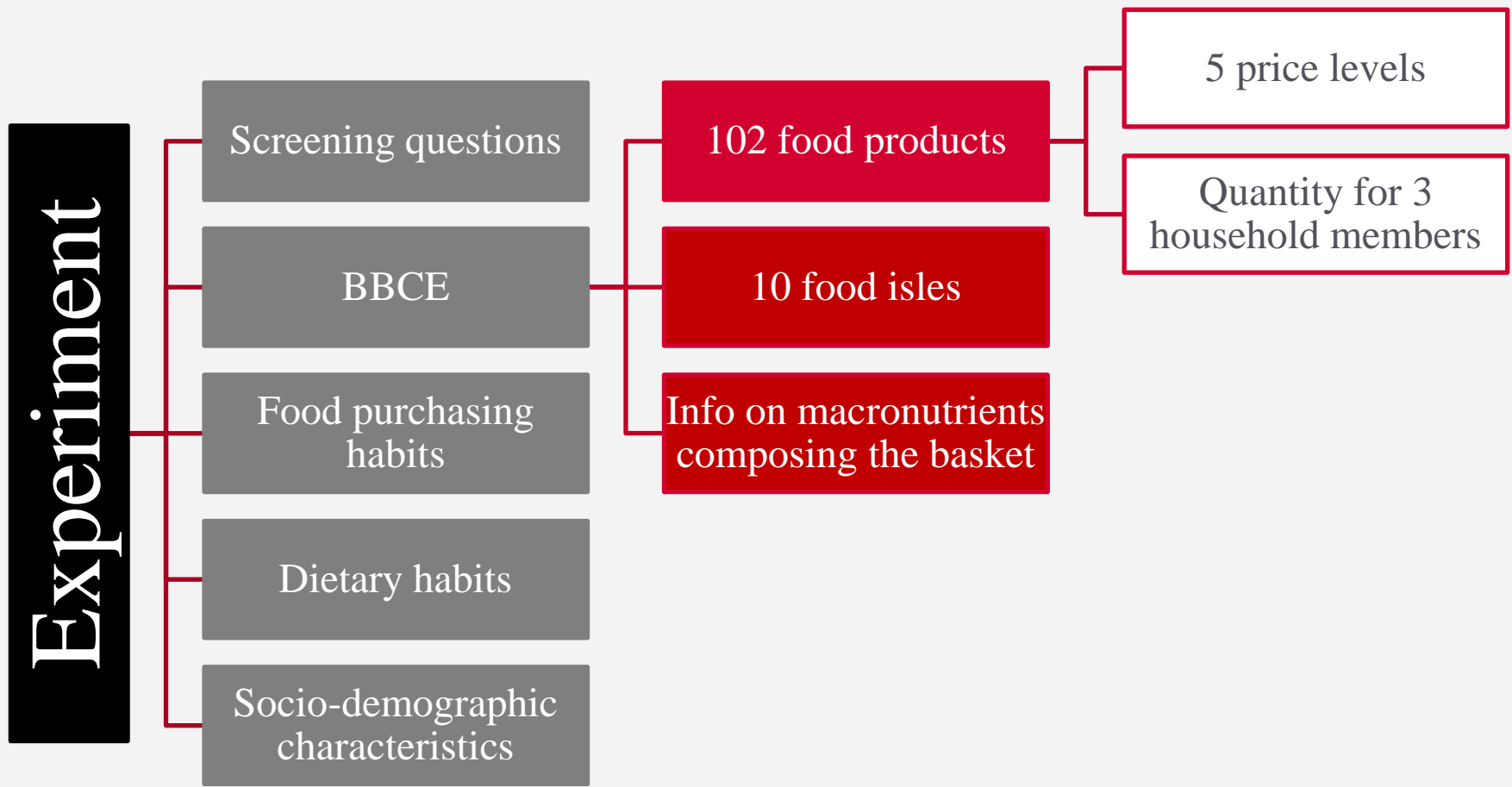
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- Creates a real buying environment context
- Allows participants to choose one or more combination of food items
- Measures complementary patterns (pairing butter with jam)
- Measures substitution effects (choosing between cultured meat and meat from animals)
- Estimates product level elasticities

Design of the experiment



Timeframe



Selection of
the products

Drafting
questionnaire
on Qualtrics

Ethical
committee (by
mid July 2024)

Data collection
(by the end of
September
2024)